



FLIARA Final Conference

WOMEN LEADING RURAL INNOVATION: FROM VISION TO ACTION

Brussels · October 17th, 2025

Slides



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Associate Professor Maura Farrell
University of Galway

Opening Remarks: Setting the Conference Objectives



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Welcome: FLIARA Final Conference

Questions?
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EUROPE

South America

North America

AISA

Africa





Welcome!!



- ❖ Private Business / Innovator
- ❖ Non-governmental / Civil Society Organisation (NGO/CSO)
- ❖ International Organisation
- ❖ EU Institutions
- ❖ Academic / Research Institution
- ❖ Public Authority
- ❖ Citizen
- ❖ Rural / CAP Network
- ❖ Local Action Group (LAG)
- ❖ Media





Welcome FLIARA Ambassadors





FLIARA Project Overview and Team



Horizon Europe: Research and Innovation Actions (RIA) Project (2023-2025)

15 EU Partners across
10 EU countries.

Aim: To understand, challenge and build an awareness of the role women play in innovative practices of sustainability in rural areas and in farming.





Why FLIARA (Female-Led Innovation in Agriculture and Rural Area)

- Challenges and opportunities in rural areas and farming
- Inclusive participation from all, including women
- Historical gender imbalances in farming and rural entrepreneurship
- Barriers for rural and farm women
- Remove obstacles limiting women innovators
- Highlight long-Term benefits of gender equality for rural and farm sustainability





The FLIARA Journey..



Built a
Contextual,
Conceptual and
Assessment
Framework

Delivered a
Foresight and
Trend Analysis

Completed 20
Case Studies
with 200 Women
Innovators

Established
FLIARA
Community of
Practice/
Appointed
FLIARA
Ambassadors

Designed New
Policies for
Women-Led
Innovation

**Spotlight
Inspire
= Boost**





Some FLIARA Messages



Built a
Contextual,
Conceptual and
Assessment
Framework

- The potential of rural women to drive sustainability transitions remains largely untapped, mainly due to limited attention in policy frameworks and innovation support systems.
- Benchmarking has potential to become a stronger part of the tools of gender mainstreaming, building in strong policy-maker and researcher collaboration.

Delivered a
Foresight and
Trend Analysis

Areas of Innovation into the Future

- **High Impact:** Social and environmental innovations
- **High Barriers:** Political and economic-technological areas: focus on removing obstacles.





More FLIARA Messages..



**Completed 20
Case Studies
with 200 Women
Innovators**

- Rural and farm women are resilient, innovative, and consistently driving rural and agricultural sustainability.
- Women contribute to all dimensions of sustainability in rural and farm settings.
- But, women innovators continue to face significant challenges.

**Established
FLIARA
Community of
Practice/
Appointed
FLIARA
Ambassadors**

- Networking is vital for women advancing rural and farm innovation.
- Women innovators seek the freedom to choose their own growth path.



Other FLIARA Messages



**Designed New
Policies for
Women-Led
Innovation**

Innovative policy measures need to:

- **Challenge gender stereotypes and patriarchal norms**
- **Implement policy measures around: Finance and Land Access; Training and Visibility; Networks and Peer Support; Work-Life Balance and Health Supports; Leadership and Representation and Responsive Policy Design and more!!**
- **FLIARA Toolkit provides the evidence; it spotlights women-led innovation and inspires and supports rural and farm women into the future**

**FLIARA
Toolkit**





Key Message....



Key Finding: Women in rural and farming sectors contribute significantly to all **pillars of sustainability**:

- **Economic:** Boosting local economies and farm efficiency.
- **Social:** Strengthening community networks and well-being.
- **Cultural:** Preserving and promoting rural traditions.
- **Environmental:** Leading sustainable land and resource management.





Finally...



The FLIARA Team have worked tirelessly on this project!!

So now, I invite you to enjoy the results of our efforts as we share the achievements of the FLIARA project.

Again, Welcome to all of you!!





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Uncovering the Gaps: Legal, Knowledge, and Policy Challenges Facing Women Innovators in Rural Areas

Louise Weir (FLIARA Project Manager)
University of Galway



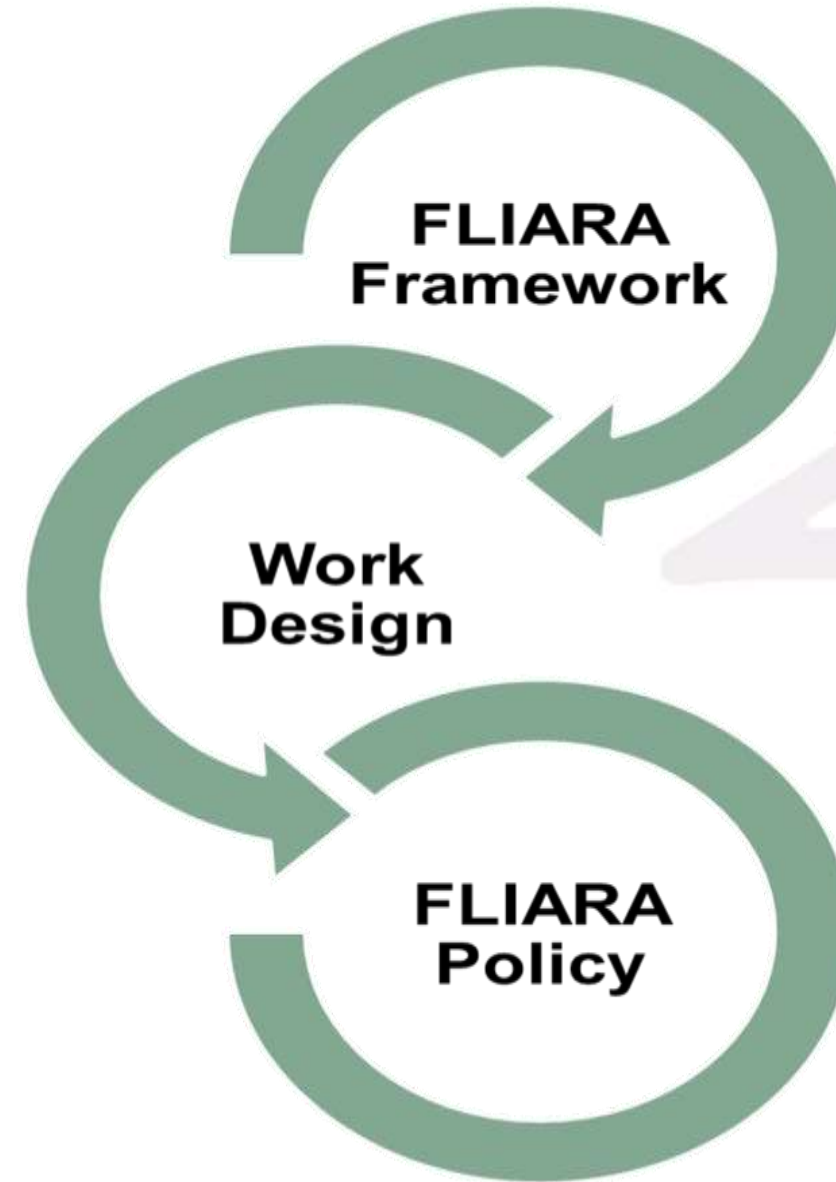
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**From Concepts,
Knowledge Review
and Work Design**

To

New Policy





DEVELOPING NEW KNOWLEDGE



Innovative, Participatory, Research and Action

**Conceptual
Framework**

**Knowledge
Review**

**Assessment
Frameworks**

**Initial
Guidelines for
Policy
Benchmarking**

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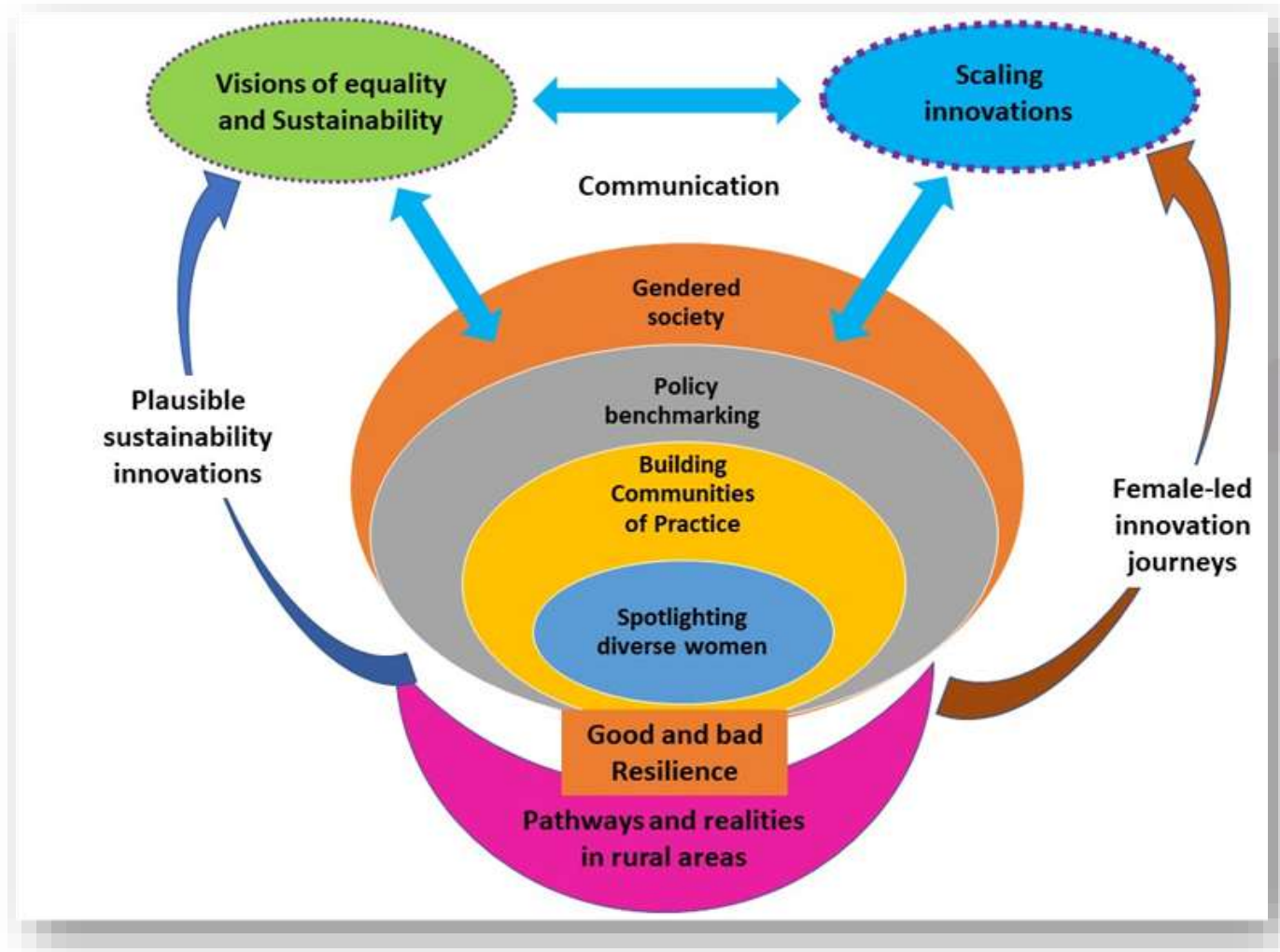
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The FLIARA Framework

works to understand how female-led innovations can initiate progress towards gender equality and sustainability in rural areas.

The FLIARA Framework

Questions?
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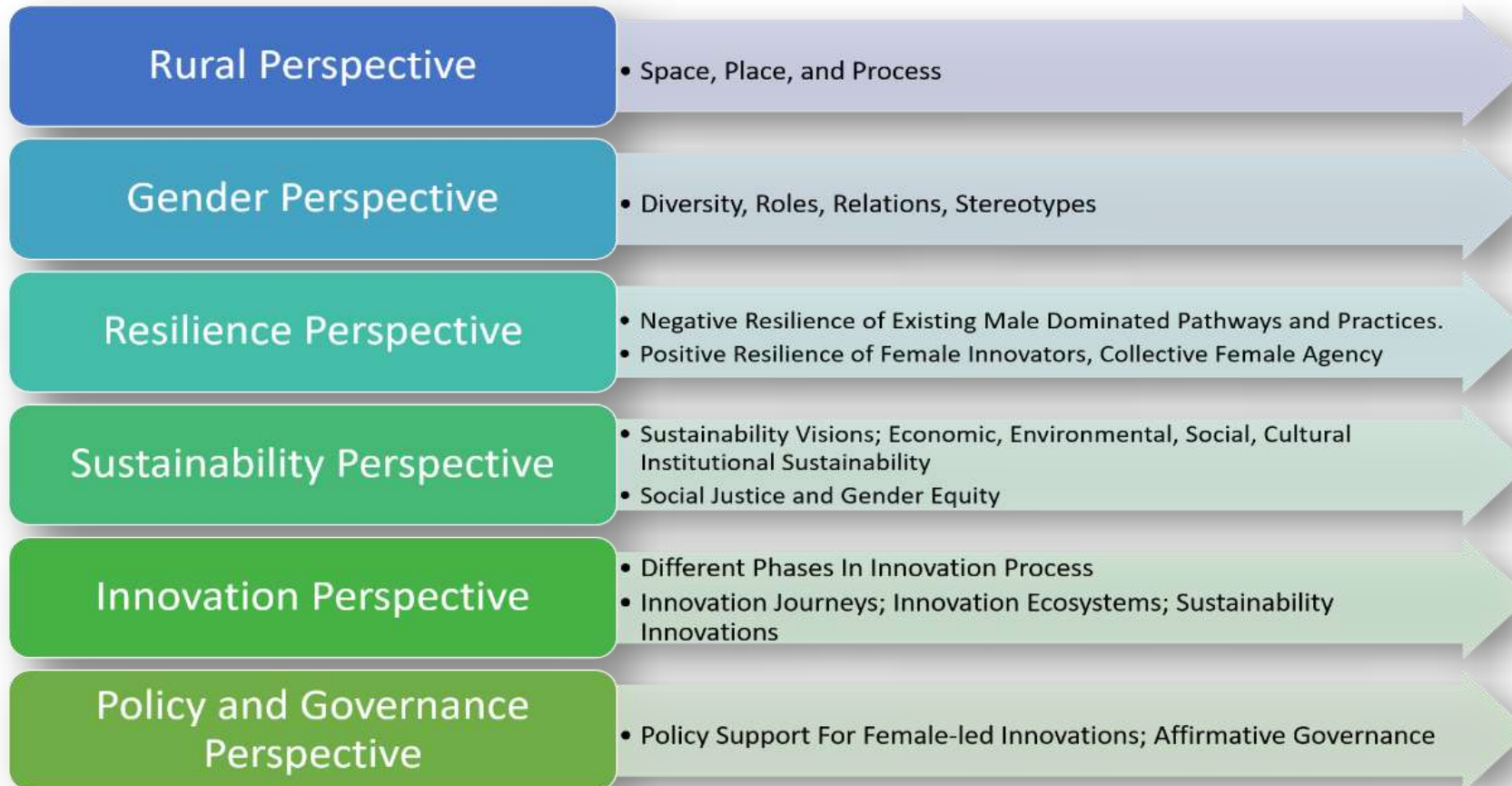


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Multi-Actor
Co-Creation



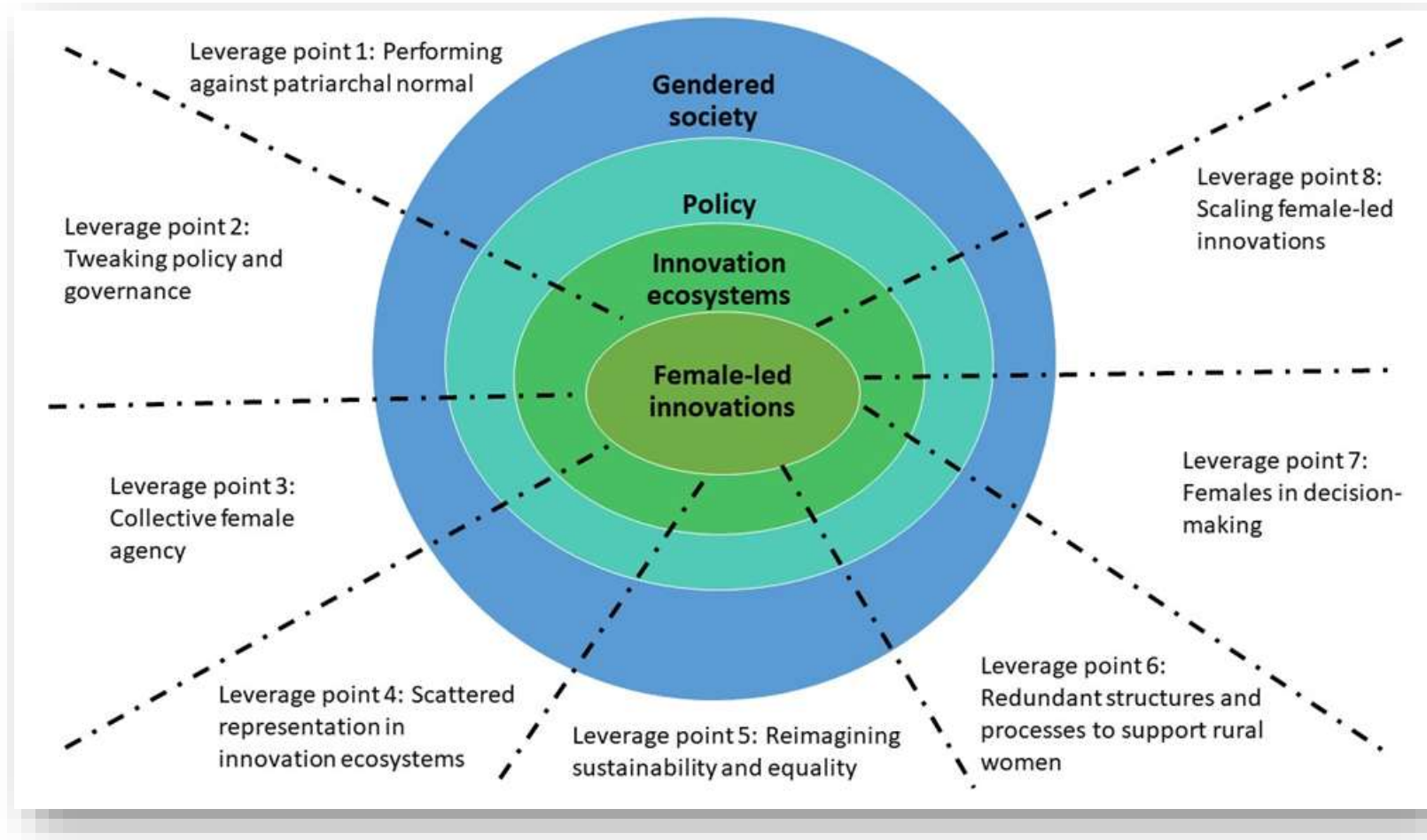
A multi-pronged approach to challenge a complex problem





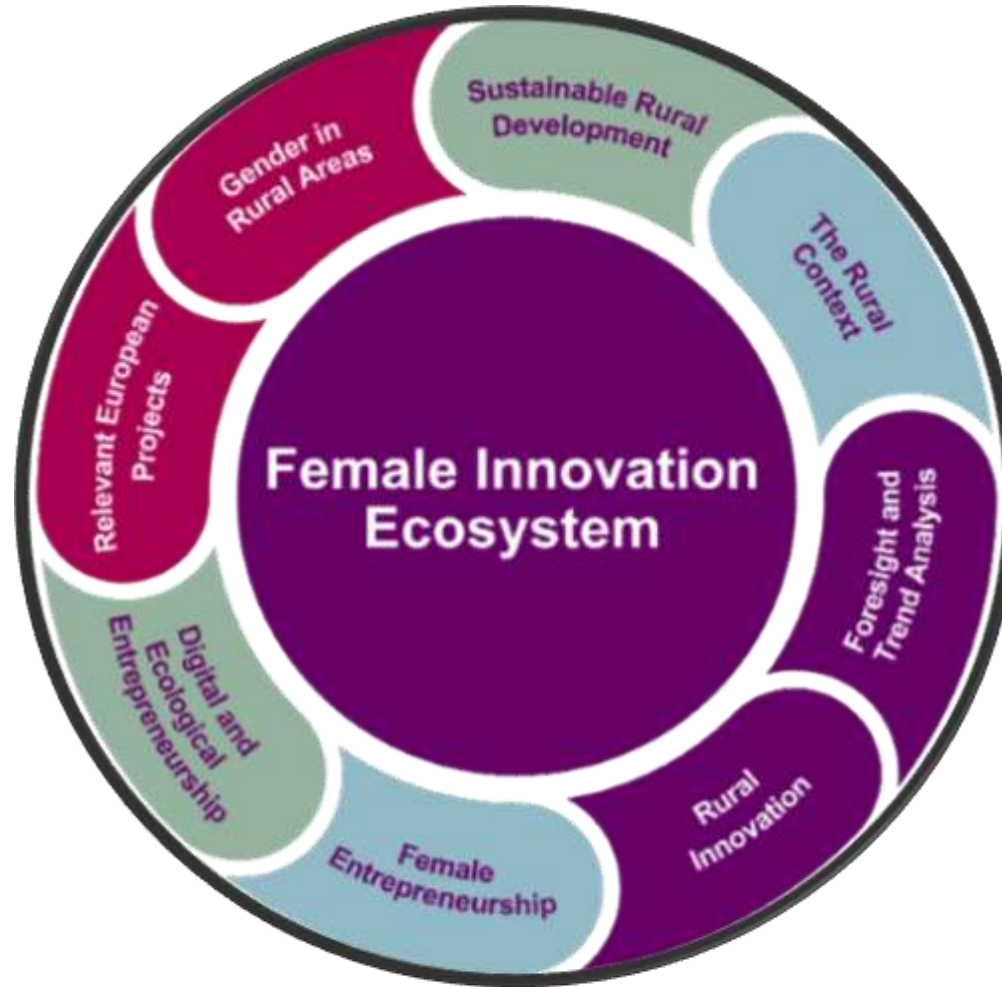
Leverage Points to extract root cause

Questions?
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Existing Knowledge

- Women are key agents of rural transformation and innovation
- Women's contributions to innovations overlooked or undervalued
- Variety of motivations to innovate
- Persistent, systemic barriers
- Gaps in the innovation ecosystem
- Foresight methodology builds inclusive innovation ecosystems responsive to future challenges



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Building Blocks toward Policy Change



Support The Development Of More Effective Policy And Governance Frameworks And Knowledge And Innovation Systems That Will Boost Women's Role In The Sustainable Development Of Rural Areas And On Farms





Policy and Legal Frameworks

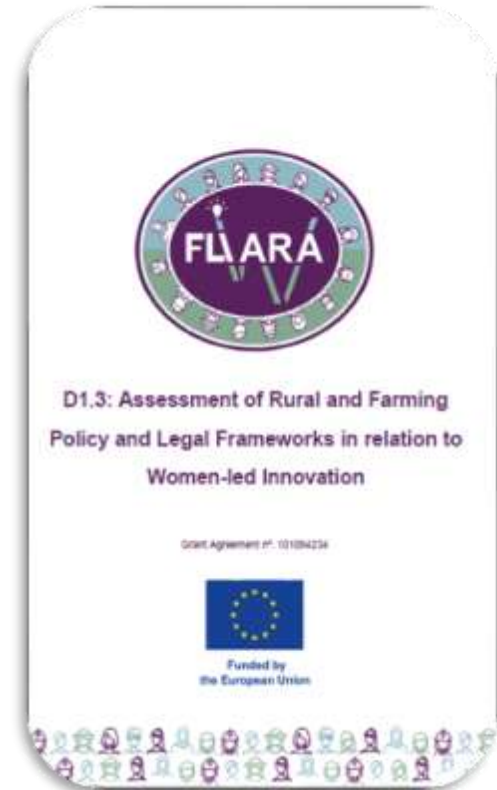
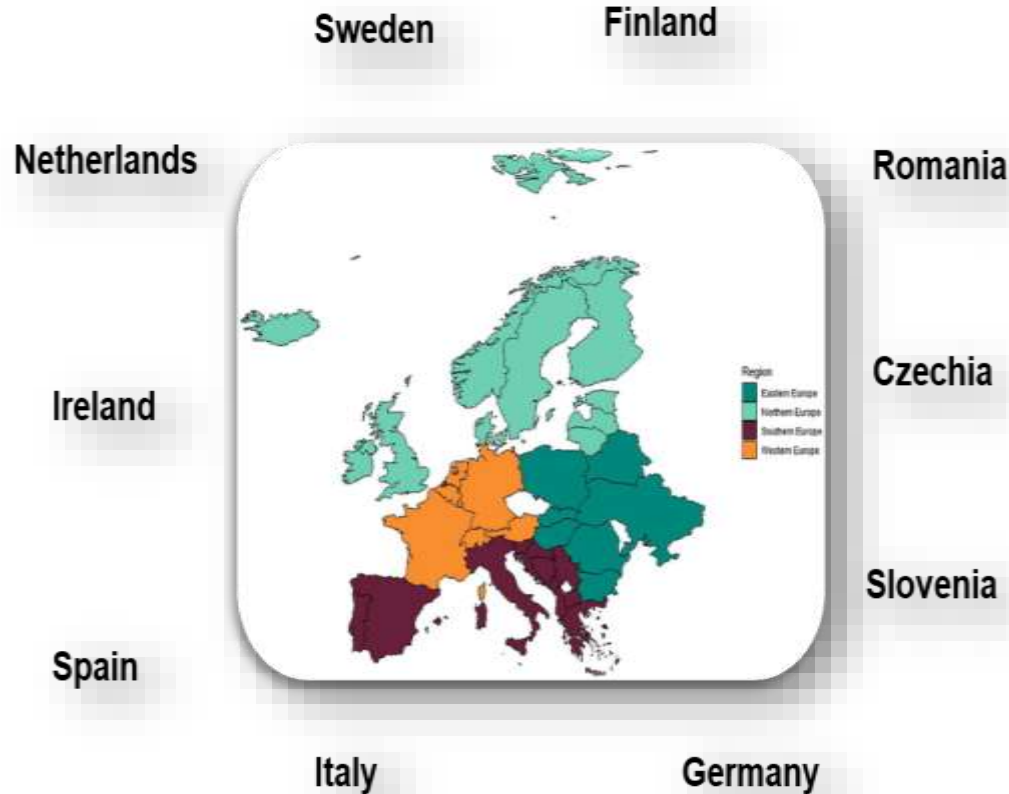


Support for Women-Led Innovation in Farming & Rural Areas

- ☐ Scoping Review of EU and National Policy/Legal Frameworks
- ☐ Focus on Direct and Indirect Support for Women

Key Areas Identified:

- Innovation Policies
- Family and Social Support
- Education and Skills
- Networking Opportunities
- Empowering and Gender Inclusion





Key Findings..



Assessing Gender Equality via Legal and Policy Frameworks



CAP Strategic Plans (CSPs) lack a strong focus on supporting women-led innovation, despite addressing women's roles in farming and rural social inclusion under **Specific Objective 8**.



Rural Development Programmes under CAP and national agri-food policies lack direct support for women-led innovation, although offering indirect support through broader goals like sustainability and digitalisation.



While some national **CAP Strategic Plans and Policies** (Ireland and Spain) target women's entrepreneurship, few include specific measures for women-led innovation in farming and rural areas. Overall, innovation policies lack direct support for women in these sectors, though indirect support exists.



The challenge of better supporting women-led innovation in rural areas and farming links to **a range of policy areas**, from transport, childcare, education to innovation, social welfare and pensions.



FLIARA Benchmarking: An incremental process



The FLIARA Conceptual Framework identifies policy benchmarking as promising tool for improving policy to enhance gender equality in relation to women-led innovation in farming and rural areas (Farrell et al., forthcoming).



Benchmarking through the lens of women-led innovation in farming and rural areas



Who's counting what?

- Data comparability and availability
- Policy and Legal Diversity across EU Member States
- Complexity of socio-economic and regional contexts
- Benchmarking methods

What if?

- Building benchmarking into policy development/design making, monitoring and evaluation systems
- Role of benchmarking as part of other policy assessment tools?
- Need to build policymaker/institutional capacity
- Tailoring an updating benchmarking frameworks
- Measure progress over time

How do?

- Flexible
- Adaptable
- Impactful





Conclusion

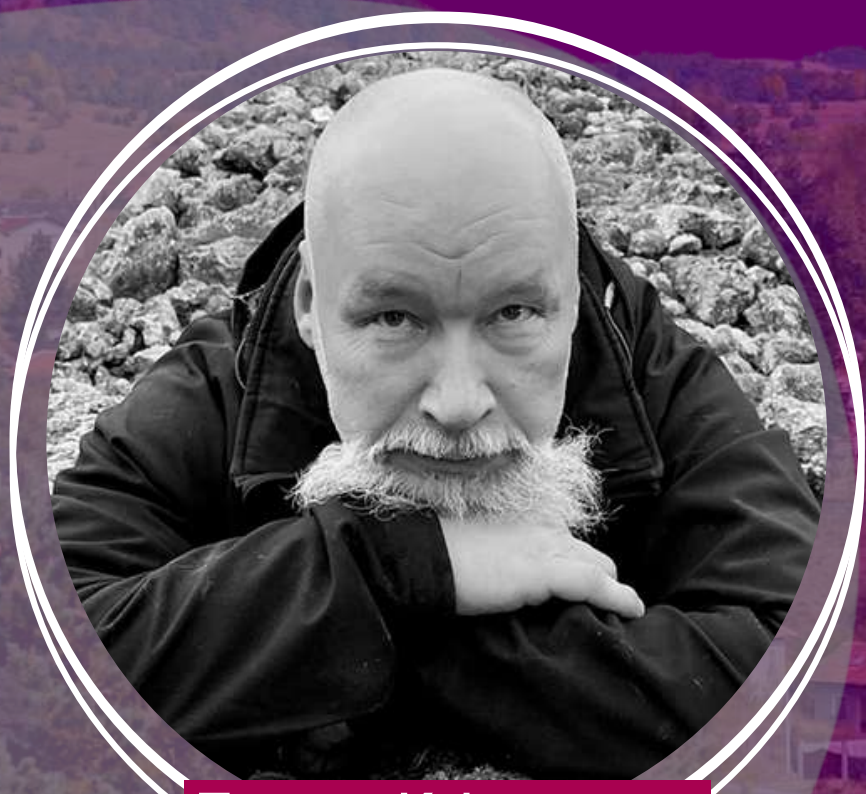
The potential of rural **women to contribute to sustainability** transitions remains **untapped**, in particular due to a **lack of targeting** in policy frameworks and innovation support systems.

This work established a research and assessment framework to ensure consistent and **robust research approach** to take forward in the next stages of the project.





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Tuomas Kuhmonen
University of Turku

Visions for Sustainable Rural Futures: Understanding Women's Role in Innovation Pathways



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How to increase women's contributions to farm and rural sustainability innovations?



Through social measures (80%) more than through 'traditional' measures (20%):

- 1 Platforms for co-creation and cooperation 16%
- 2 Information about alternatives 13%
- 3 Education 10%
- 4 Equality policies 8%
- 5 Vision-based policies 7%
- 7 Empowerment to innovate 6%
- 9 Place-based policies 4%
- 11 Visibility platforms 3%
- 12 Support networks 3%
- 13 Genuine involvement of the youth 3%
- 14 Communal spaces 3%
- 18 Openess 2%

- 6 Infrastructure and facilities 6%
- 8 Support for entrepreneurship 5%
- 10 Finance and subsidies 4%
- 15 Flexible work life 3%
- 16 Innovation projects 2%
- 17 Simplification of bureaucracy 2%

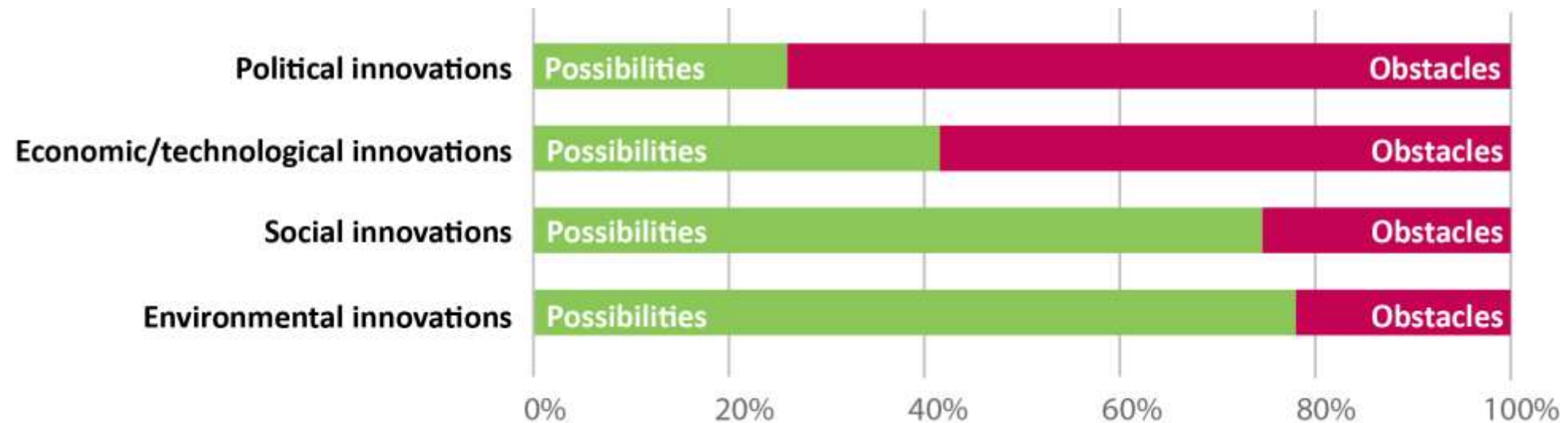
No 'silver bullet' measure





Why this outcome?

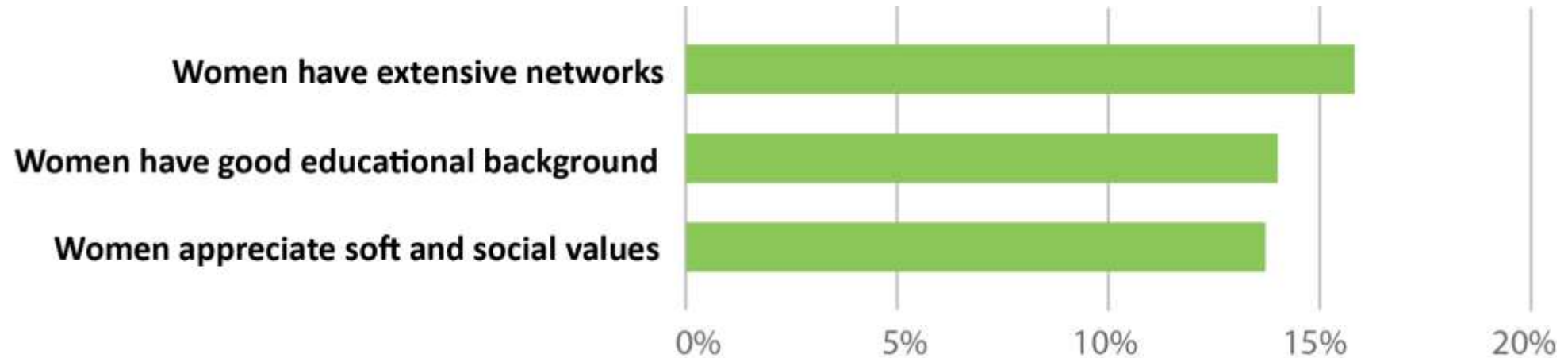
Women have lots of obstacles in contributing to political and economic innovations:





Reasons for the outcome?

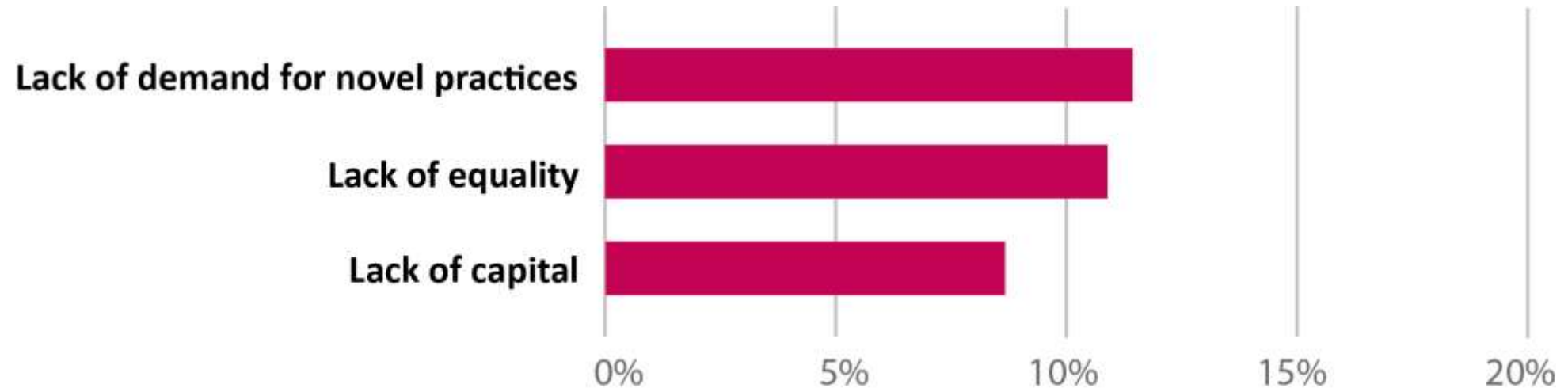
Top-3 possibilities to be exploited ↔ Environmental and social innovations





Reasons for the outcome?

Top-3 obstacles to be overcome ↔ Political and economic–technological innovations





Regional incidence? – Need of networks predominates, but no radical differences



	Rural are close to city	Rural village	Remote rural area
Networks	36%	44%	30%
Knowledge	22%	21%	26%
Prerequisites	24%	23%	23%
Incentives	18%	12%	21%
Total	100%	100%	100%

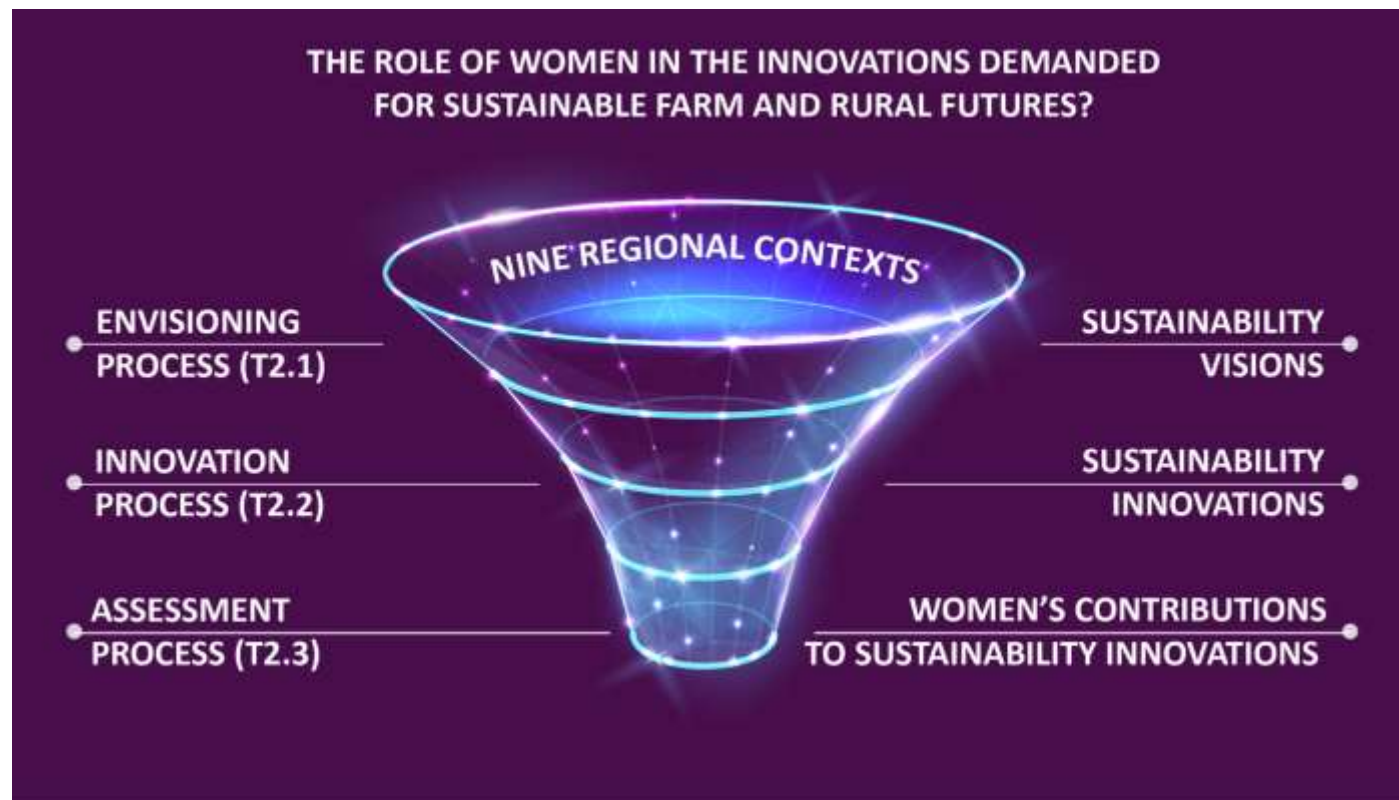




How we did it? – foresight process



For the details, access
our deliverables at
www.fliara.eu



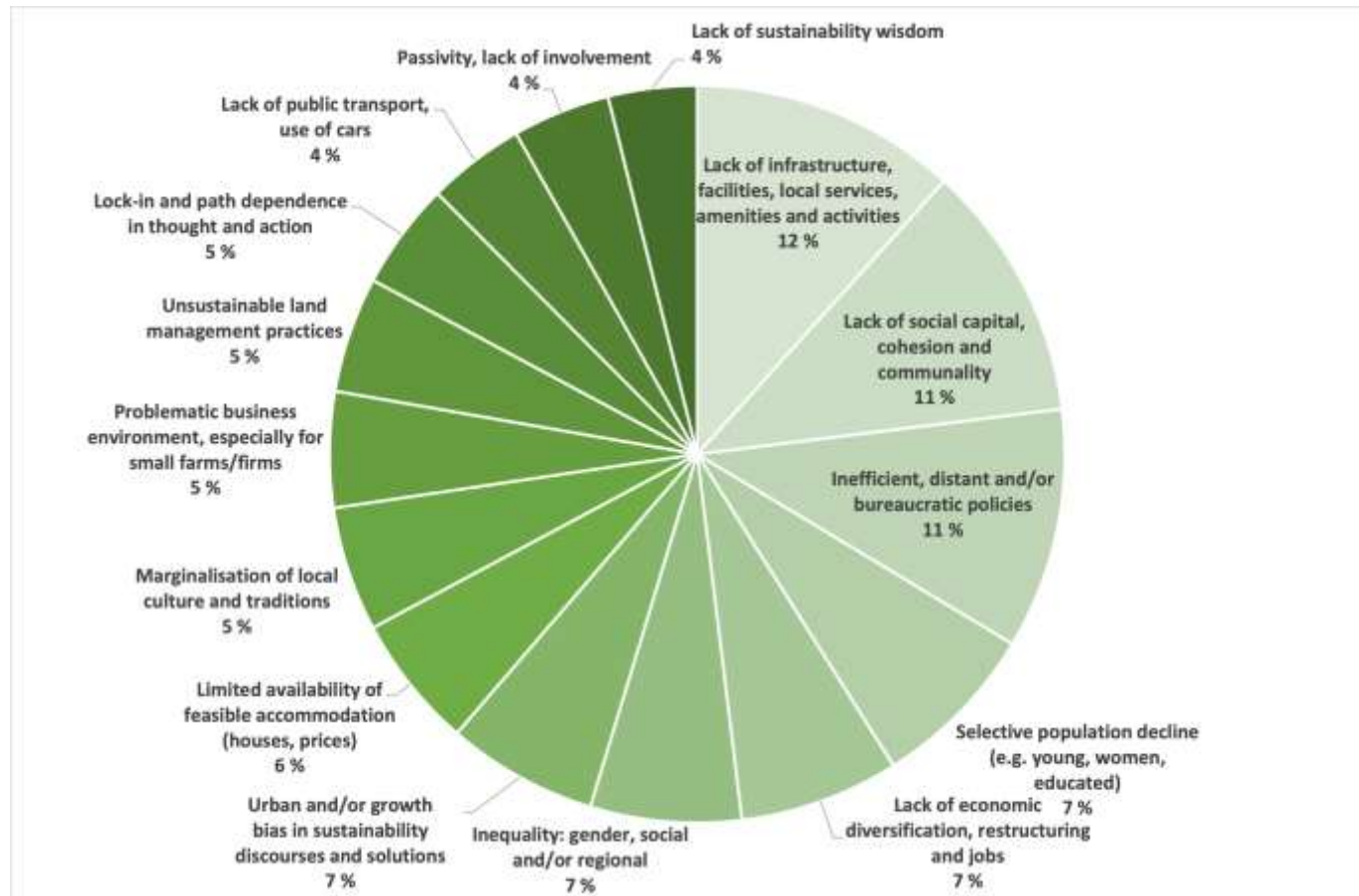


How we did it?

– sustainability problems (n=322)

Questions?
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No single dominant problem



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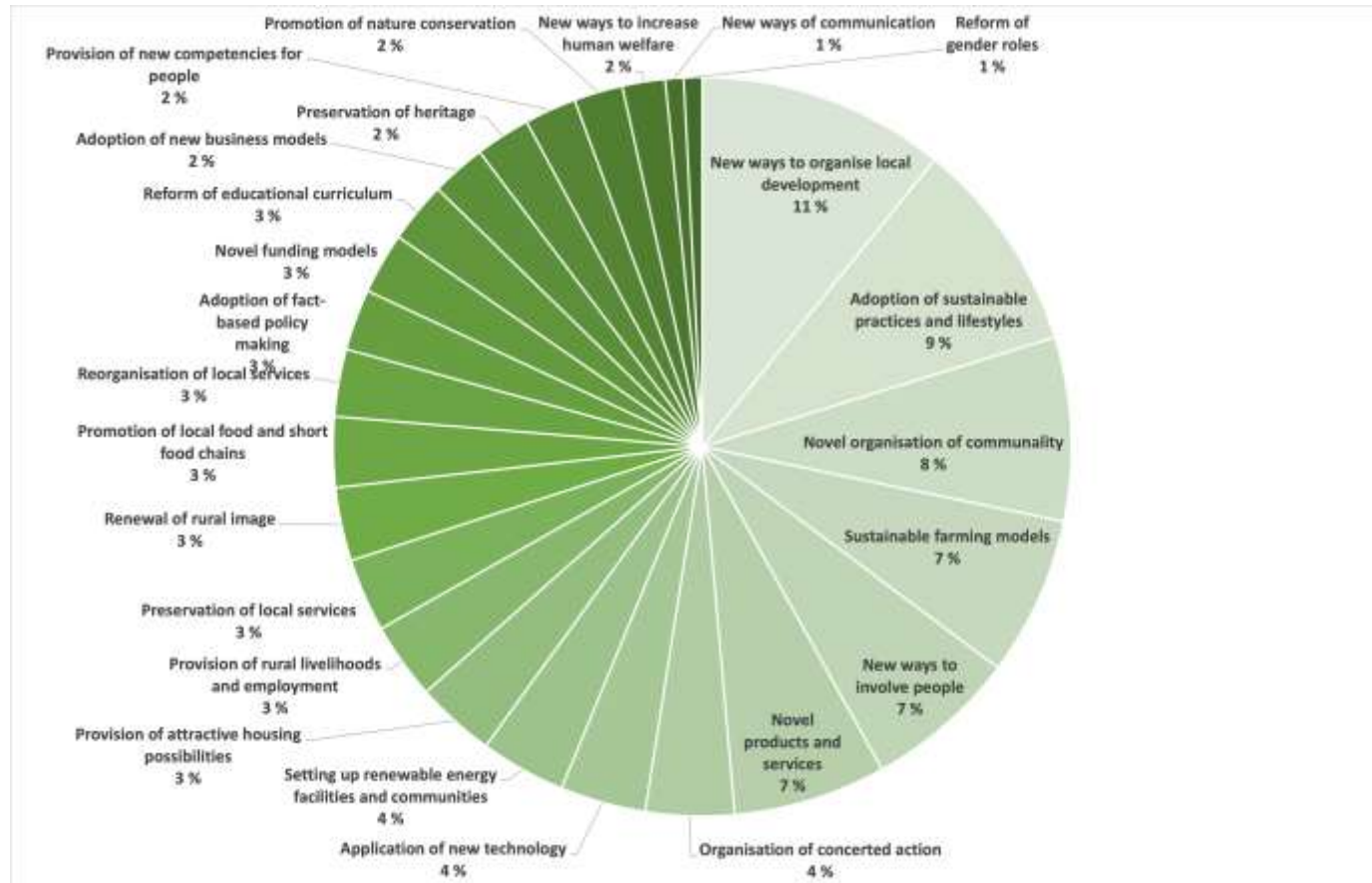


How we did it?

– sustainability innovations (n=747)



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SUSTAINABILITY PROBLEMS AND VISIONS THAT REMOVE THE PROBLEMS



SUSTAINABILITY INNOVATIONS THAT REALISE THE VISIONS



MEASURES TO INCREASE WOMEN'S CONTRIBUTION TO SUSTAINABILITY INNOVATIONS



Questions?
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Silvia Sivini

University of Calabria

Mapping Women-Led Innovations Across Europe: Insights from 200 Rural and Farming Case Studies



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Why we need to research women-led innovation

Historically, innovation discourse was (*is*): based on economical and technological understandings (Blake e Hanson, 2005; Ní Fhlatharta e Farrell, 2017); centered on masculine practices (Berglund & Pettersson, 2021).

Need to recognize the innovative and creative contributions of women in shaping and sustaining life and work in rural and agricultural contexts (Sarkki et al., 2021; Berglund et al., 2021; Banerjee et al., 2023; Hackfort & Saave, 2024).

Women-led innovations refer to innovation process, that are led/managed/influenced by women and that emerge from rural context, leading to **novel practices, values, products, services and governance arrangements** that can contribute to all dimensions of sustainable rural development including advances in gender equality (Farrell et al, 2024)

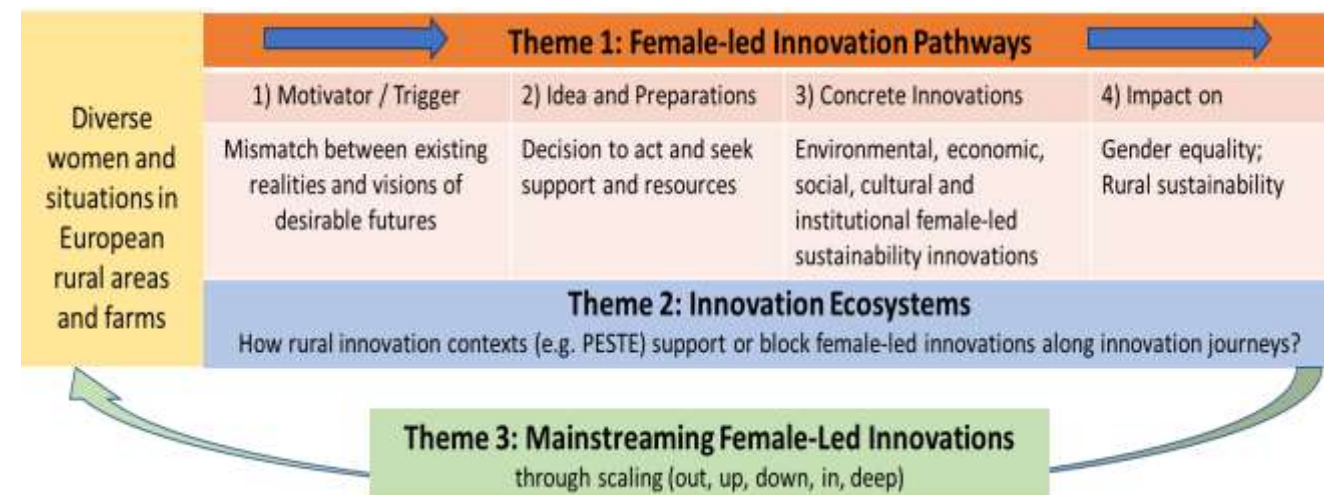


Methodology



- 20 case studies in 10 European countries (200 women interviewed). Conducted in the period January-April 2024.
- 3 focus: innovation pathway; innovation ecosystem; mainstreaming
- Common interview guidelines (Sivini et al, 2024). Main research question *"How do women promote innovation practices in rural areas and farming?"*.
- Comparative analysis among 4 macro region (Mediterranean, Central-Eastern, Atlantic, Baltic)

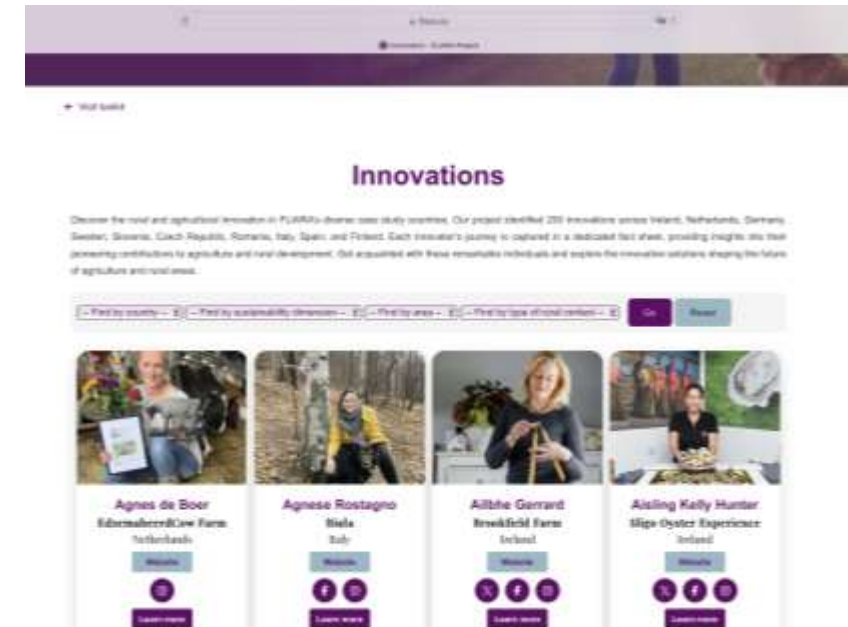
Deliverable No	Deliverable Name	Work Package No	Lead Beneficiary	Type	Available Downloads	Due Date (Month)
D3.2	Inventory of female-led innovations	WP3	4 – UNICAL	R – Document, report	Download	12
D3.3	Women-led Innovations in Agriculture and Rural Areas	WP3	4 – UNICAL	R – Document, report	Download	18
D3.4	Comparative analysis report	WP3	4 – UNICAL	R – Document, report	Available Soon	24
D3.5	Practice Abstracts – batch 1	WP3	4 – UNICAL	R – Document, report	Available Soon	24



Sustainability dimension of the innovation	Typology of rural area	Czechia	Germany	Finland	Ireland	Italy	Netherlands	Romania	Slovenia	Spain	Sweden	Total Interviews
Environmental	Remote rural	2	2	2	3	2	2	1	2	2	2	60
	Rural Village	2	2	2	3	2	2	1	2	2	2	
	Close to city	2	2	2	3	2	2	1	2	2	2	
Economic	Remote rural	2	2	2	3	2	2	1	2	2	2	60
	Rural Village	2	2	2	3	2	2	1	2	2	2	
	Close to city	2	2	2	3	2	2	1	2	2	2	
Social	Remote rural	2	2	2	3	2	2	1	2	2	2	60
	Rural Village	2	2	2	3	2	2	1	2	2	2	
	Close to city	2	2	2	3	2	2	1	2	2	2	
Cultural	Any area	2	2	2	3	2	2	1	2	2	2	20
Total Interviews		20	20	20	30	20	20	10	20	20	20	200

The women interviewed

- Different ages
- Different family status
- Educational background: most of them have tertiary education
- Some inherited the farm/business, some started from scratch



200 women-led
innovations
factsheets



Female innovation pathways: the innovations

- New services (e.g., tourism, social agriculture, training, environmental and education initiatives)
- New products (e.g., upcycling farm material, microgreens, textiles, jewelry)
- Enhancement of local resources and cultural heritage
- Support community engagement
- Innovative technological solutions
- Sustainable farming/ animal breeding (e.g., organic, agroecological, organic or low-intensity meat production, multifunctional)



Aisling Kelly Hunter, Ireland



Pilar Ureña Escariz, Spain



We're South, Italy



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Female innovation pathways: impacts

Economic

We also employ vulnerable groups, (Slovenia,R)

Social



Opening a donkey farm, and educational farm has many meanings... to value and revive the cultural heritage of a place, while showing that it is possible and beautiful to live here (Italy,F)

Environmental

Cultural

If it was clear before that the mayor had to be a man, now it's not so clear; ...I believe that we (women) here have gained courage..I believe that I have changed that mentality.. the more women there are in Local Councils (not just one or two), the more their voice is heard, it changes the context, and the decision making" (Romania, R)

I know our Saturday shops are really social and people get to meet and they have a tea and a coffee and a brownie and they sit down and chat (Ireland,F)

Conclusion: what is needed

Promote and support networks

Integrated policies to support cross-sector projects

Support for illness/ maternity leave and childcare services

Accessible information on financial support

Targeted policies/programmes

Simplify bureaucracy

Improve AKIS

Training (e.g. digital skills, social agriculture, etc.)

Spotlighting women innovators

Access to public land/spaces, food policies, private-public partnerships

*Who **helps out in case of illness?***
(Finland, R)



*A **good network is important***
(Germany, F)

*Opportunities of **training, which would need to be adequate to the specificities and needs of women, this would help significantly***
(Romania, R)



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For more information

- 20 National Case Study Reports + 200 factsheets (D3.3.available at <https://fliara.eu/deliverables/>)
- FLIARA Toolkit (<https://fliara.eu/toolkit/>)
- Comparative analysis among 4 macro regions (D3.4 soon available online)
- 10 Practice Abstracts (D3.5 soon available online)





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Aisling Murtagh

University of Galway

Gender Benchmarking: Bridging Research into Policy Impact



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Context and Relevance :

Policy benchmarking - what and how?

“Definitions of benchmarking vary. Key themes include measurement, comparison, identification of best practices, implementation and improvement” (Anand and Kodali, 2008, p.258).

Definitions of methods of gender-related policy assessment

Step	Explanation
Benchmarking	The establishment of criterion, standard or reference point against which to establish targets and measure progress.
Gender audit	The analysis and evaluation of policies, programmes and institutions in terms of how they apply gender-related criteria.
Gender Impact Assessment	Examining policy proposals to see whether they will affect women and men differently, with a view to adapting these proposals to make sure that discriminatory effects are neutralised and that gender equality is promoted.
Gender planning	An active approach to planning which takes gender as a key variable or criterion and which seeks to incorporate an explicit gender dimension into policy or action.
Gender proofing	A check carried out on any policy proposal to ensure that any potential gender discriminatory effect arising from that policy have been avoided and that gender equality is promoted.

Source: One Hundred Words for Equality, EC, 1998





Context and Relevance:

Benchmarking has strengths and weaknesses

What does benchmarking offer:

- Comparative assessment of policy against set criteria
- Policy improvement lessons
 - Broad
 - Specific
- Technical methods - Important does not become a 'tick box' exercise

“...benchmarking is not as straightforward – or as benign – as it is often claimed to be”.

Arrowsmith et al. (2004)



Context and Relevance:

Benchmarking has strengths and weaknesses

Benchmarking challenges:

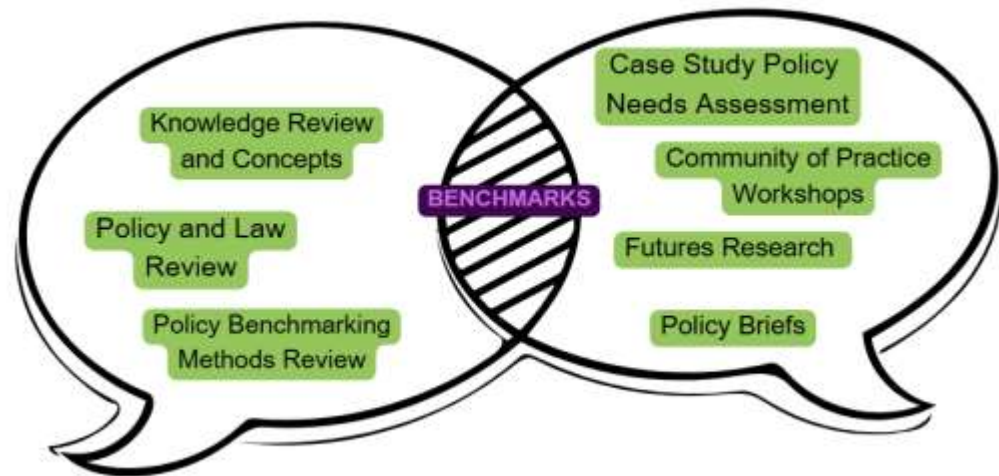
- Policy scales and governance structures
- National laws and policy frameworks
- National issues
- Top performers ≠ best practices

“The development of benchmarking analysis for innovation policies faces two major inconveniences: the **lack of accepted** innovation **policy frameworks** and the existence of **suitable indicators to measure their performance**”
(García Manjón, 2010, p.14).



Research Focus and Methodology

- **FLIARA is building guidelines for policy benchmarking to enable:**
 - Better harness policy benchmarking
 - Improved role of benchmarking as part of other policy assessment tools
- **Phased approach**
- **Research derived benchmarking**
- **Focus on policy practices/measures as benchmark 'indicators'**





Research Focus and Methodology :

Some steps in the process of building the benchmarking framework

Goal	Initial good practice benchmarks
Close gender gaps in farming and the rural labour market	✓ Women are a target group in rural and farm policy ✓ Rural and farm policy include specific measures for achieving gender equality ✓ Supports for rural and farm innovation are not uncertain or volatile. ✓ Supports for rural and farm innovation address the specific disadvantages women face. ✓ Supports for rural and farm innovation harness underutilised or untapped areas of opportunity related to women-led innovation in farming and rural areas.
Achieve equal participation in rural and farm innovation	✓ Policy does not treat women as a homogenous group and targets the specific needs of particular groups of women in relation to rural and farm innovation. ✓ Policies exist that are community-led and place-based that allow for the specific needs of women in particular places to be addressed through a bottom-up approach.
Achieve equal empowerment of women	✓ Adequate opportunities exist for women to influence the decisions that impact them. ✓ Adequate cooperation and networking opportunities exist for women supporting participation and success in women-led innovation. ✓ Adequate supports exist to build skills and innovation capacities supporting participation and success in women-led innovation. ✓ Policies address increasing the visibility of women-led innovation and challenge gender stereotypes related to work life and professions.
Address gender related work-life conflicts	✓ Certain and stable support services exist that assist work and leisure life balance. ✓ Certain and stable supports exist that assist work and family life balance. ✓ Policies address features of professional life so that they do not discourage women's participation and success in innovation.



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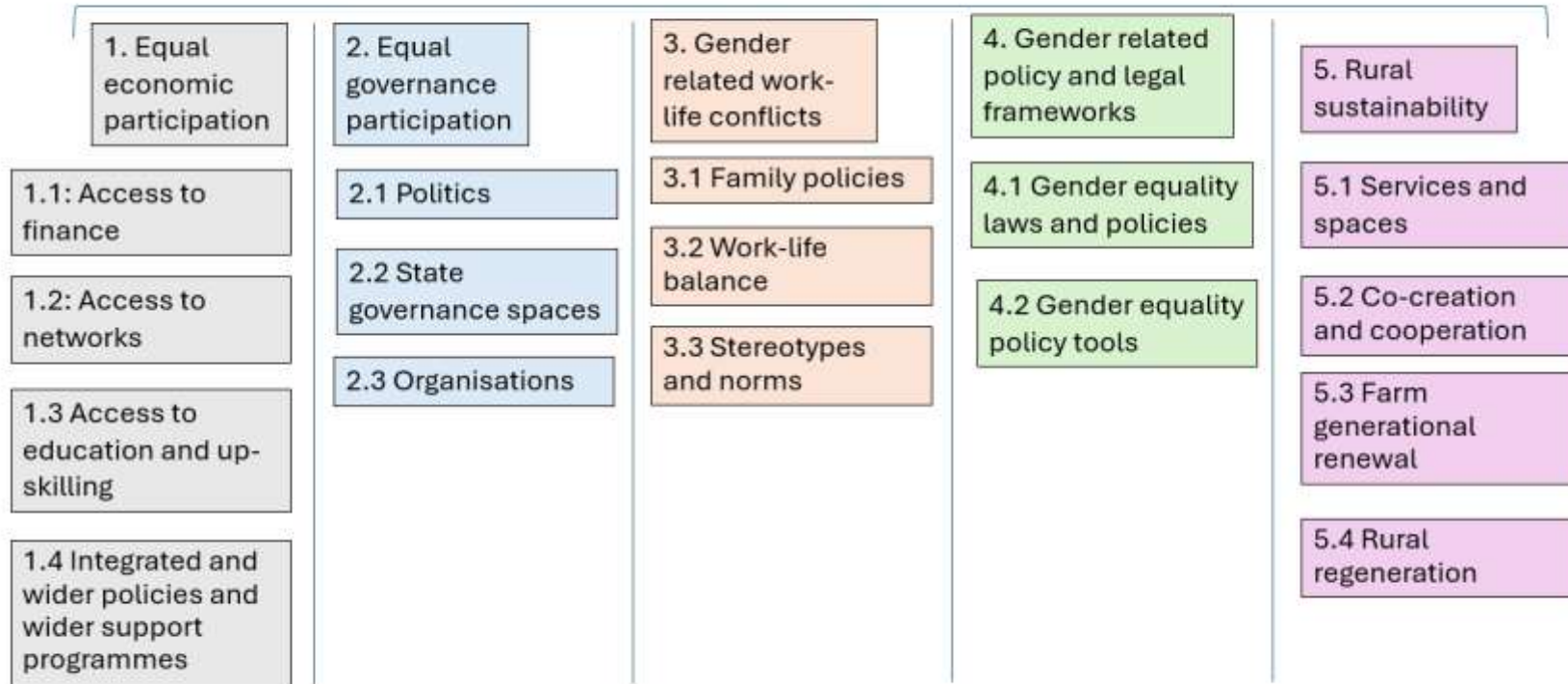
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Key Findings: Benchmarking framework (in progress)

Framework for Policy Benchmarking (draft under development)
Gender equality performance in relation to women-led rural and farm innovation





Key Findings: Benchmarking results – key takeaways

- Gender equality in rural economy and farm policy needs greater attention:
 - *But for benchmarking...*
 - When **gender equality** is part of **specific policy objectives**, **strong mechanisms** should also be in place to ensure this **filters through** to specific **policy measures**
 - **Targeted measures can be identified in some contexts** and **policy domains**, but we need **further systematic benchmarking and gender impact assessment** of these
- Why?

European Gender Equality Strategy 2020-2025 advocates for:

Stronger gender mainstreaming

Targeted measures

Intersectional approaches

Challenging gender stereotypes

Women to thrive a gender equal economy

Close the gender care gap

Achieve gender balance in decision-making and politics





Key Findings: Benchmarking process

“Countries are characterised by systemic differences and therefore what is best practice in one country or region will not be best practice in another. Therefore, the more **modest aim** to develop ‘**good**’ and ‘**better**’ practices through ‘**learning by comparing**’ is more adequate” (Lundvall and Tomlinson, 2001, p. 122).



“In a policy-benchmarking exercise, **most opportunities for learning arise from the practice dimension**. By comparing different practices, policy-makers draw lessons from other policy organisations or political systems on how to achieve better performance in designing and implementing policy schemes and measures” (Papaioannou, 2007, p.501).



Conclusion

- Series of tools will be provided in our D5.3 Guide

Where next after FLIARA?

- Room for co-produced, multi-actor policy benchmarking
- Researchers, policy makers, stakeholders

“This tool [benchmarking] of national and international policy-making can promote diversity and participation only in so far as it is based on the **principle of learning** and the **bottom-up approach**” (Papaioannou, 2007, p.512).

(in progress)



D5.3: Gender Benchmarking Report

A Guide to Gender Benchmarking for Policy Related to Women-Led Rural and Farm Innovation

Grant Agreement n°. 101084234



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References

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the European Union



Willem Korthals Altes

Delft University of Technology

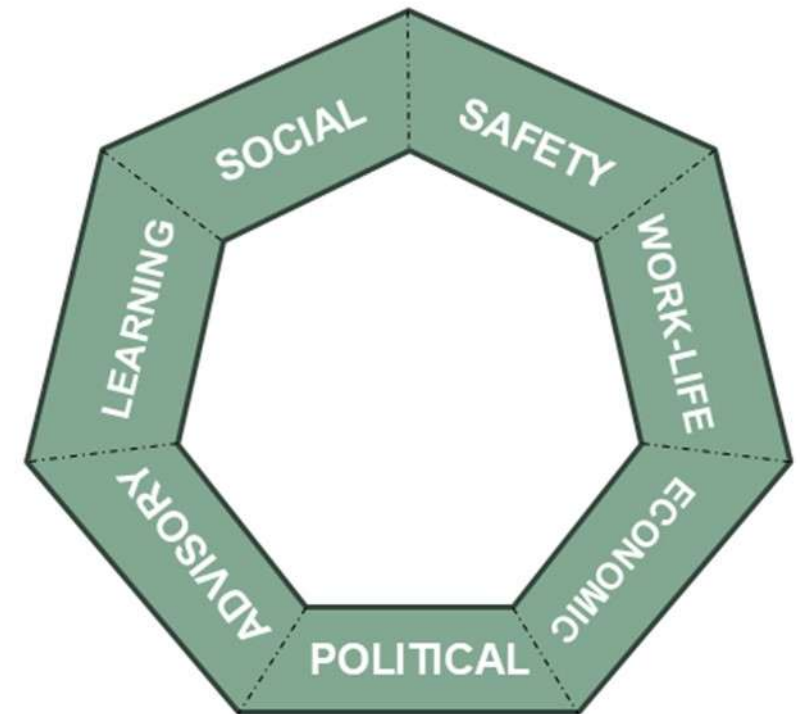
Policy Pathways for Women-Led Innovation: From Scenarios to Recommendations



Funded by
the European Union

Policies for female-led initiatives in agriculture and rural areas

- 🏠 Networks are important
- 🏠 Female initiators have skills to use networks
- 🏠 There are also issues with these networks
- 🏠 Infrastructures of these networks must be improved
- 🏠 Policies can cater for better infrastructure



Network	Where is it about	Policy measures to improve infrastructures
Social Network	Parents, family, children's care, flexibility	Measures improving childcare, care for elderly, school systems
Safety Network (financial)	The safety net in case of health issues, divorce, etc.	Social security system, family law, have financial security in mind in developing grants and financial instruments
Working/Life network	Enabling a healthy work-life balance	Relief services
Economic network	Networks to trade products	Supporting networking for commercialization of products
Advisory network	Access to tailormade advice	Developing a rural advisory network that meets the needs of innovative women
Learning network	Peer to peer contacts with other innovators	Provide spaces to convene, provide opportunities to recognize and meet peers
Political network	Access to politicians that decide	Organise public participation, meet with (potential) innovators

Source: FLIARA

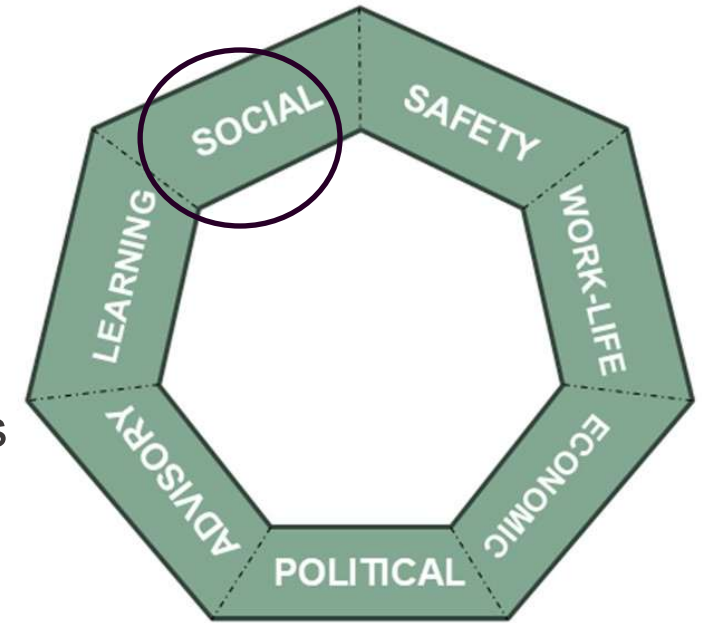




Social network (1)

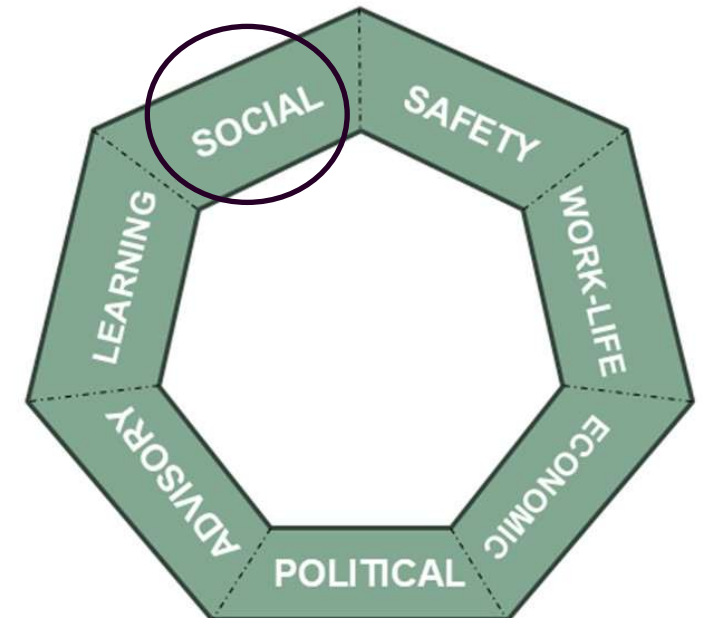
Parents, family, children's care, flexibility

Measures improving childcare, care for elderly, school systems



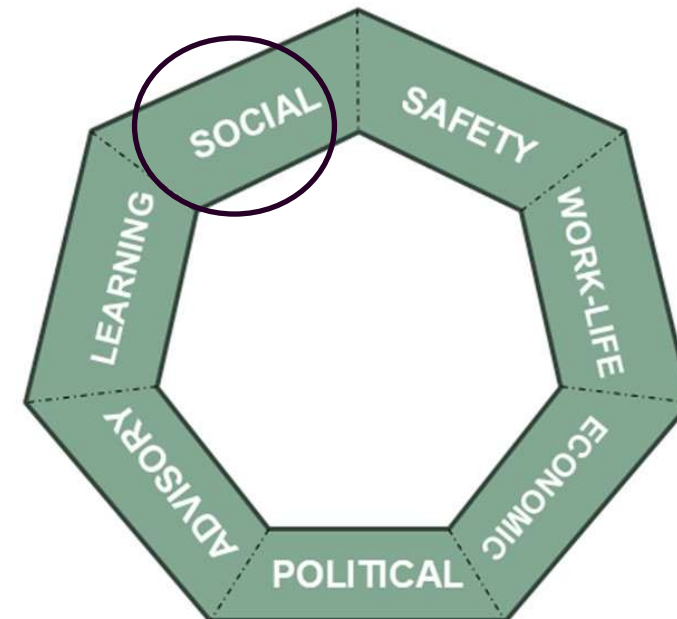
Challenges in social network

- 🏠 Division of care
- 🏠 Maternity leave for self-employed
- 🏠 Access to childcare, pre-school, after-school
- 🏠 Position for the elderly in rural areas



Infrastructures for social network (examples)

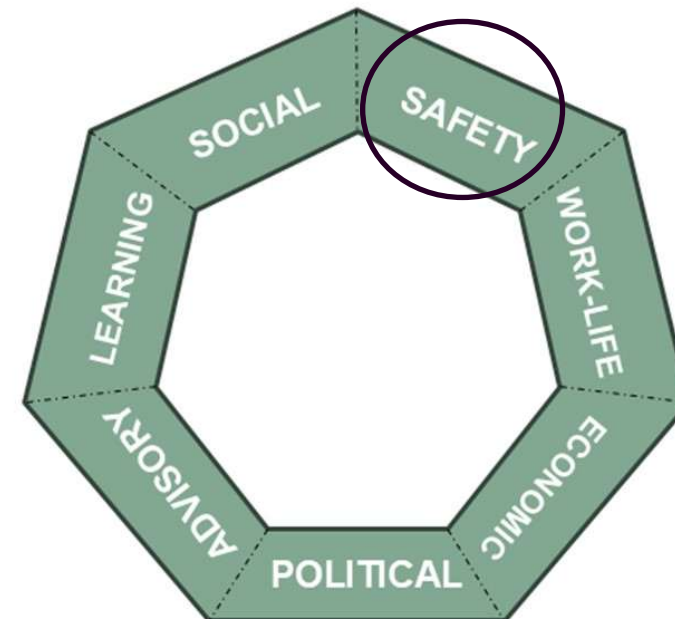
- ⌘ Parental leave system in Sweden (paid, both partners, many (480) days, for a large part (90 days) non-transferrable)
- ⌘ Childcare and after school activities in Sweden
- ⌘ Aging programme in Czechia



Financial Network (including financial safety) (2)

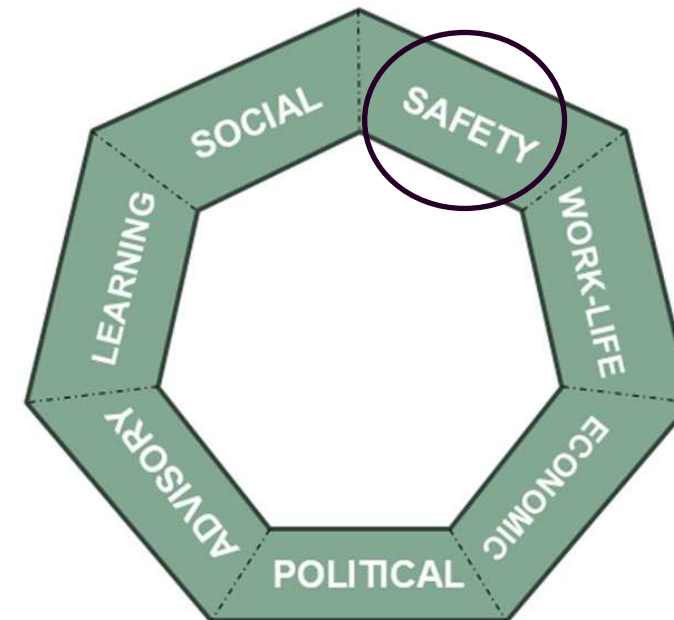
The safety net in case of health issues, divorce, demise of partner, etc.

Social security system, family law, have financial security in mind in developing grants and financial instruments



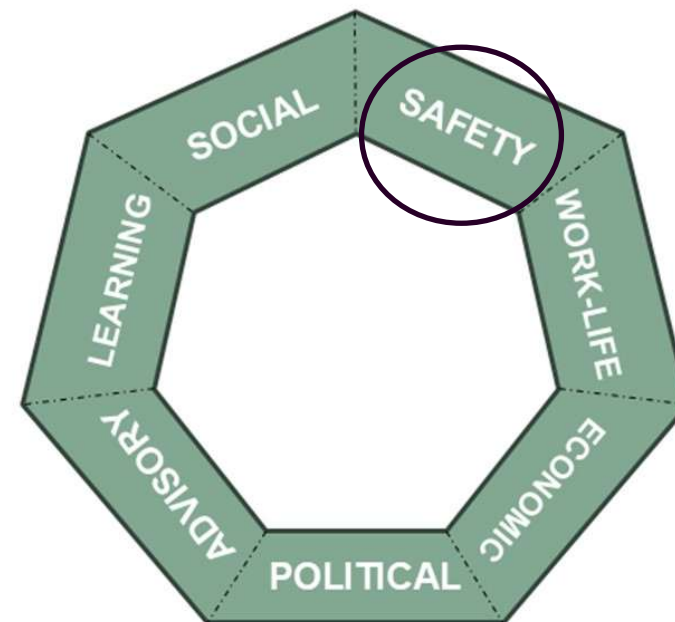
Challenges in financial safety network

-  Access to funding for new initiatives
-  Financial position in case of divorce or demise of partner



Infrastructures

- 🏠 Promotion of good practices of family law and company registration
- 🏠 Legal and institutional support
- 🏠 Vouchers
- 🏠 Grants including micro credits
- 🏠 Support for initiatives off the beaten track

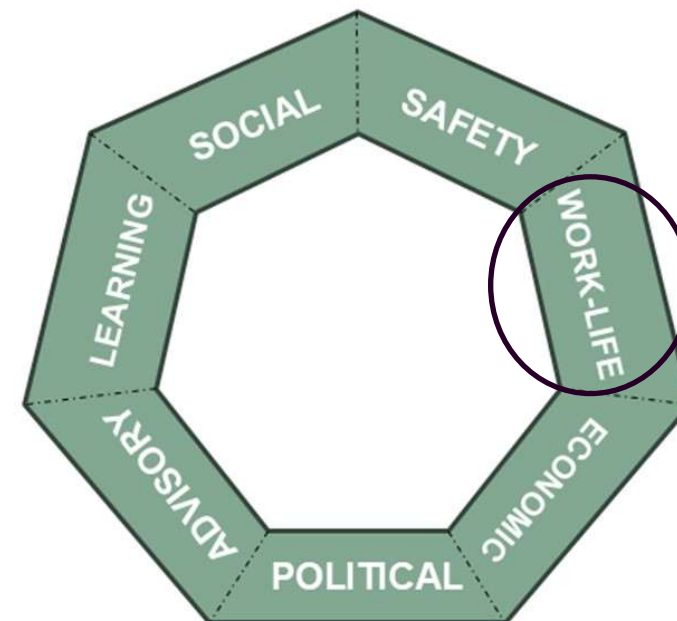




Working/Life network (3)

Achieve a healthy work-life balance

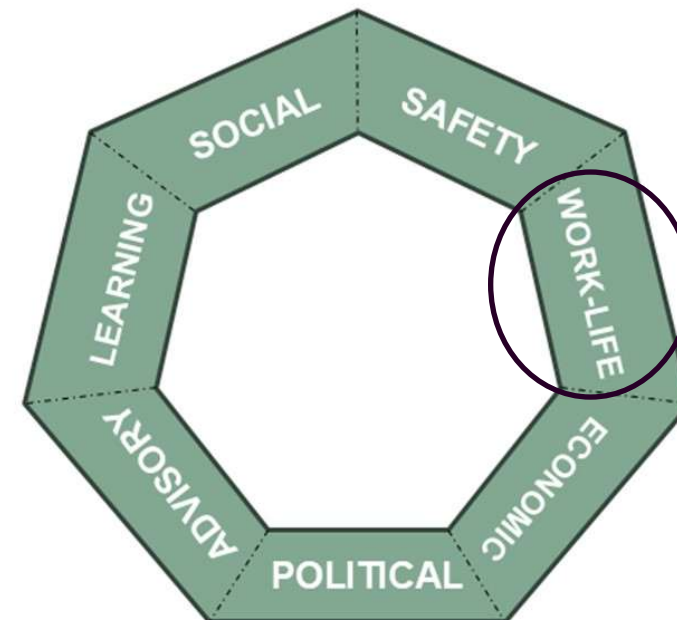
Especially for self-employed innovators it is difficult to achieve this balance





Challenges

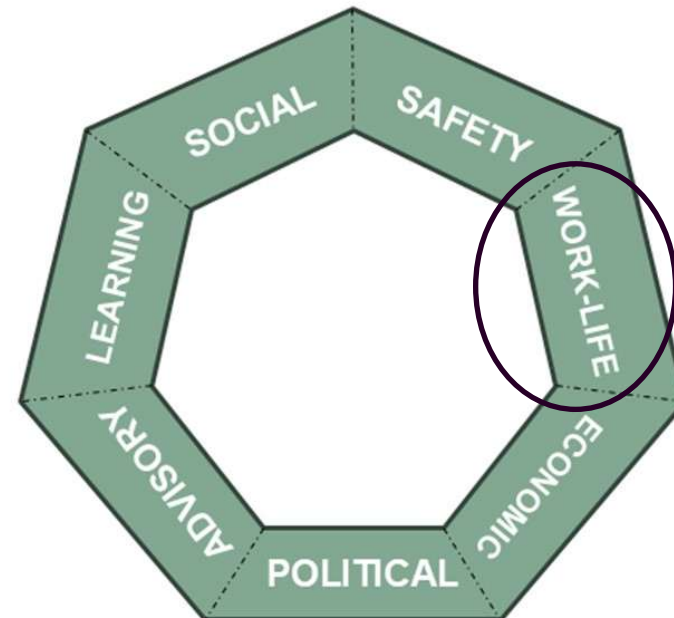
- 🏠 For many small-scale initiatives, it is very difficult to take time off and to achieve a healthy work-life balance





Infrastructure

- 🏠 Farmers' holiday and stand-in scheme (holidays, sickness, maternity, care of (sick) children, etc.)

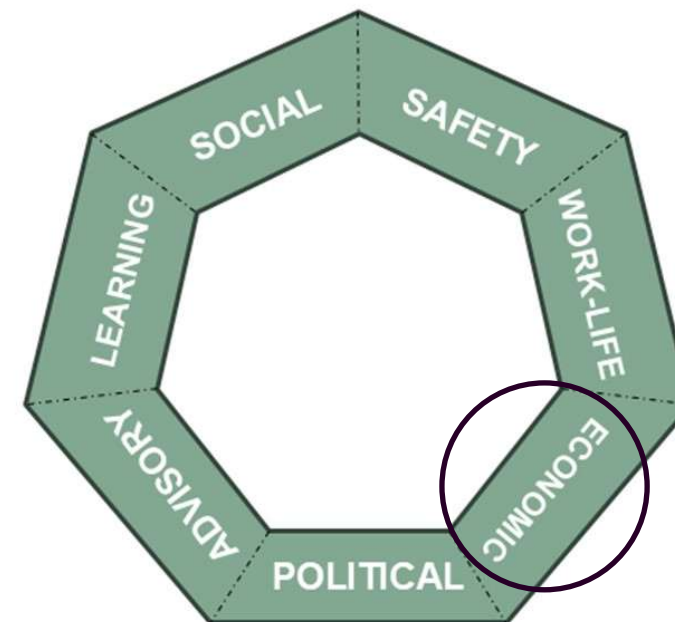




Economic network (4)

Networks to trade products

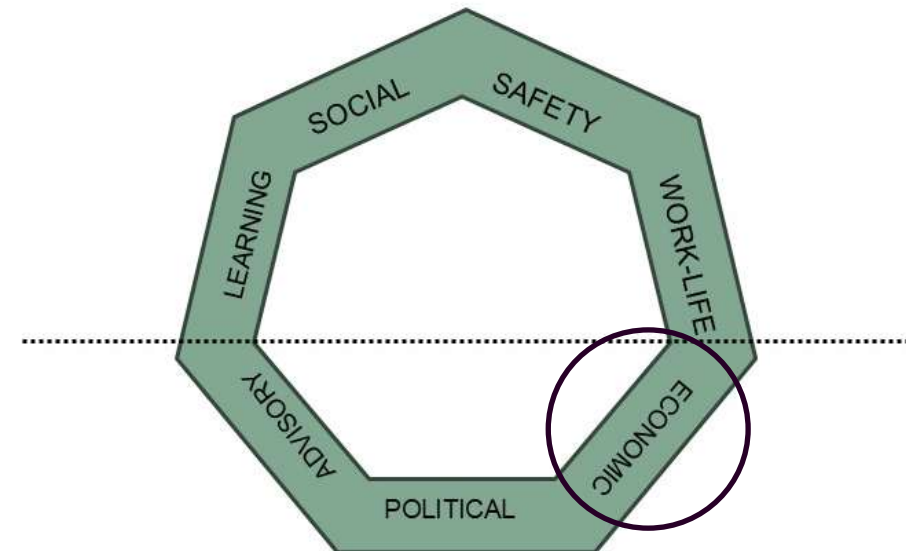
Supporting networking for commercialization of products





Challenges

Innovative products need new channels for sale



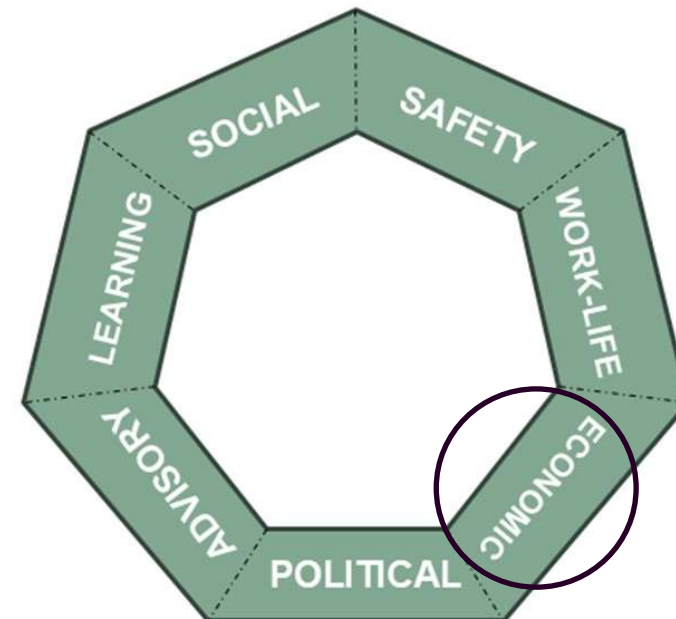


Challenges

Innovative products need new channels for sale

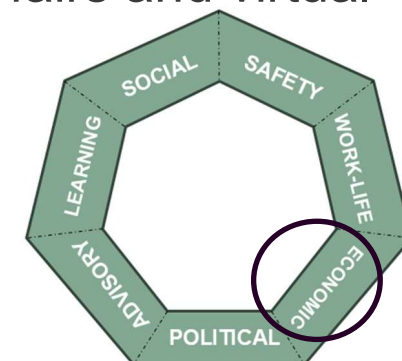
Linda Kelly, FLIARA Ambassador from Germany:

“Linda’s innovation is the production and direct marketing of sweet lupins.”



Infrastructures

- Regional support networks for commercialisation, joint platforms
- Support access to branding, packaging, distribution, and consultancy services for rural women-led initiatives
- Make local procedures to include these businesses in local public procurement
- Boost digital and commercial skills through targeted capacity building. Fund training programmes in digital commerce, storytelling, marketing, and pricing strategies.
- Promote women's participation in national and international fairs and virtual marketplaces.

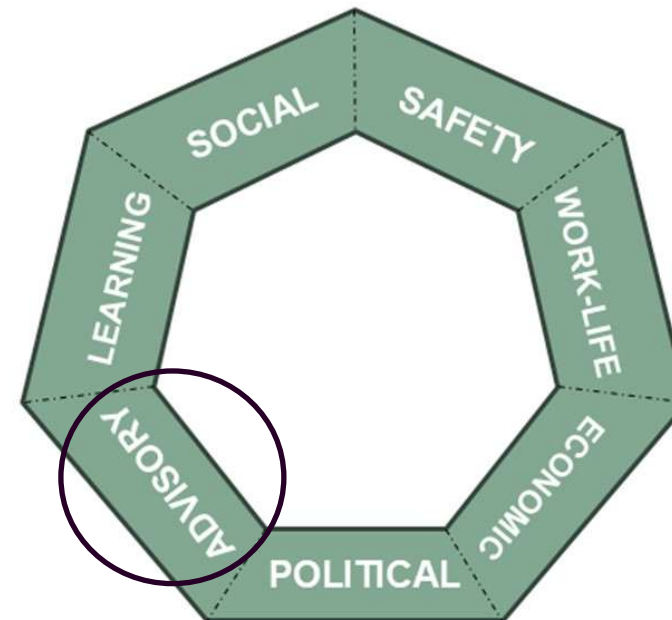




Advisory network (5)

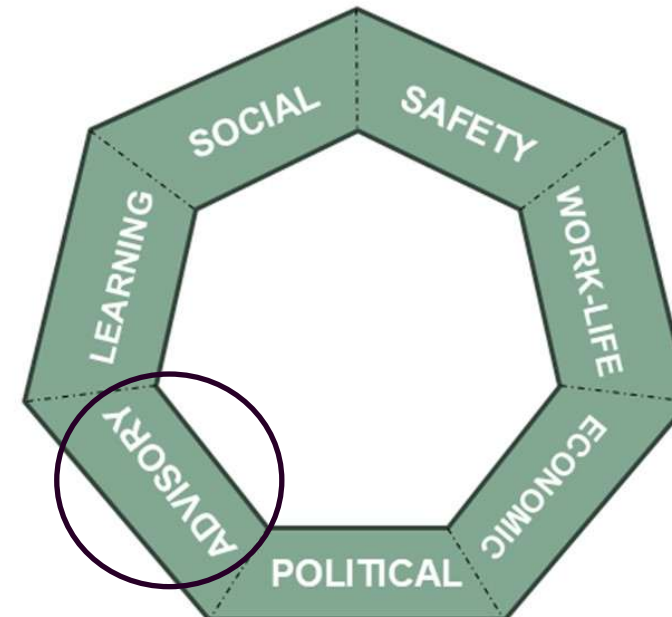
Access to tailor-made advice

Developing a rural advisory network that meets the needs of innovative women



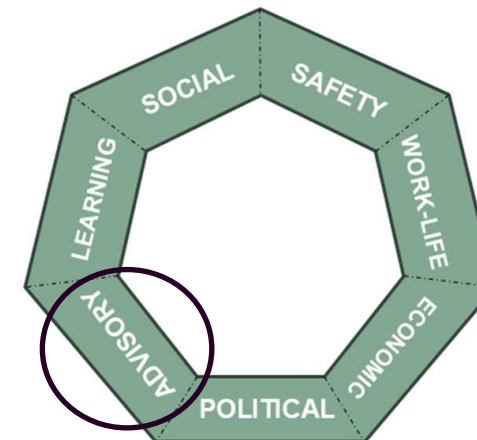
Challenges

- ⌘ Lack of a gender-responsive advisory services who understand and address the needs and potentials of women in rural areas
- ⌘ Focus on only a few aspects
- ⌘ Access to these services



Infrastructure

- 🏠 Easy access to the right services
- 🏠 Make clear that these services are accessible for women and have a specific eye for female issues.
- 🏠 Support flexible and inclusive training formats, promote confidence-building and mentorship
- 🏠 Representation of women in advisory networks

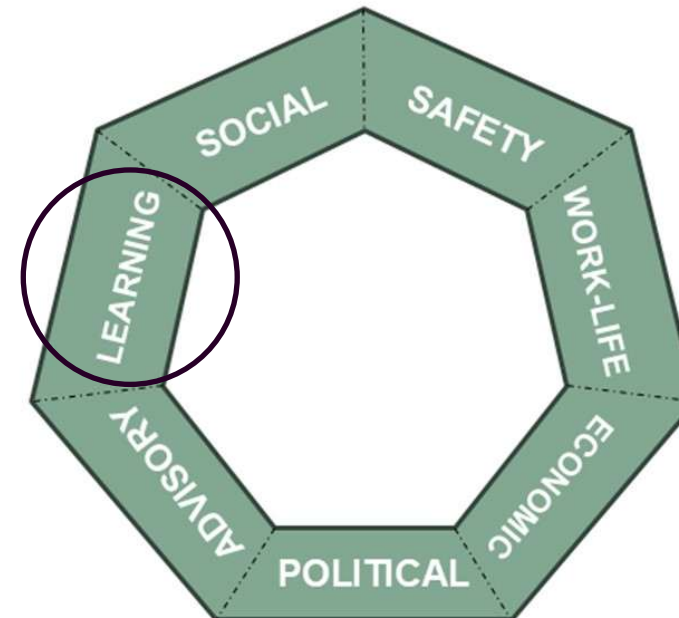




Learning network (6)

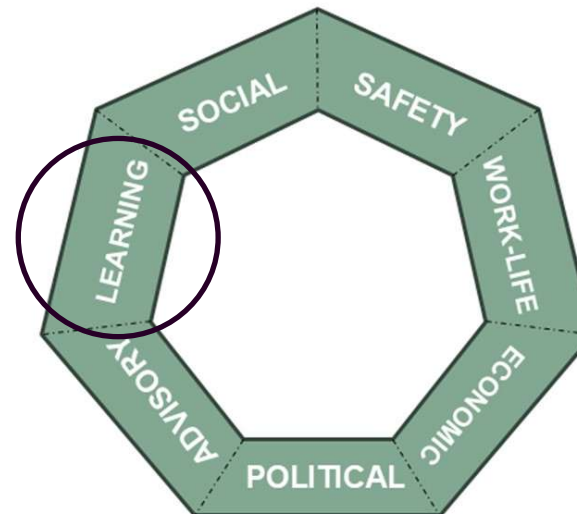
Peer to peer contacts with other innovators

Provide spaces to convene, provide opportunities to recognize and meet peers



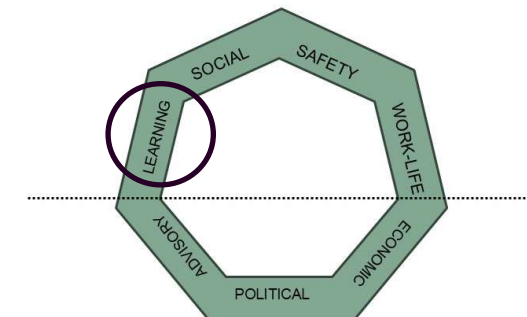
Challenges

- Small businesses have limited resources.
- Women-led enterprises may have difficulties in accessing specific networks e.g. in policy and economic-technological domains.
- Virtual networks or physical hubs for networking are rare in many rural areas despite that they are needed.



Infrastructures

- 🏠 Create a platform for sharing experiences and examples of good practices
- 🏠 Co-creation platforms for rural women
- 🏠 Improving networking support and social spaces for rural women.
- 🏠 Training for women innovating in farming and rural areas
- 🏠 Improve skills training opportunities targeting women-led rural and farm innovation
- 🏠 Promoting Positive Images of Rural Farming Women and Rural Women Entrepreneurs Across All Education Curricula.

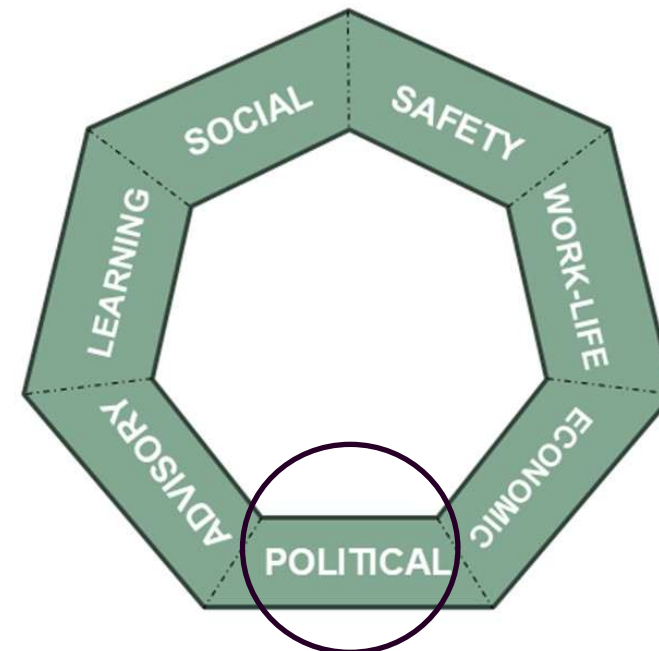




Political network (7)

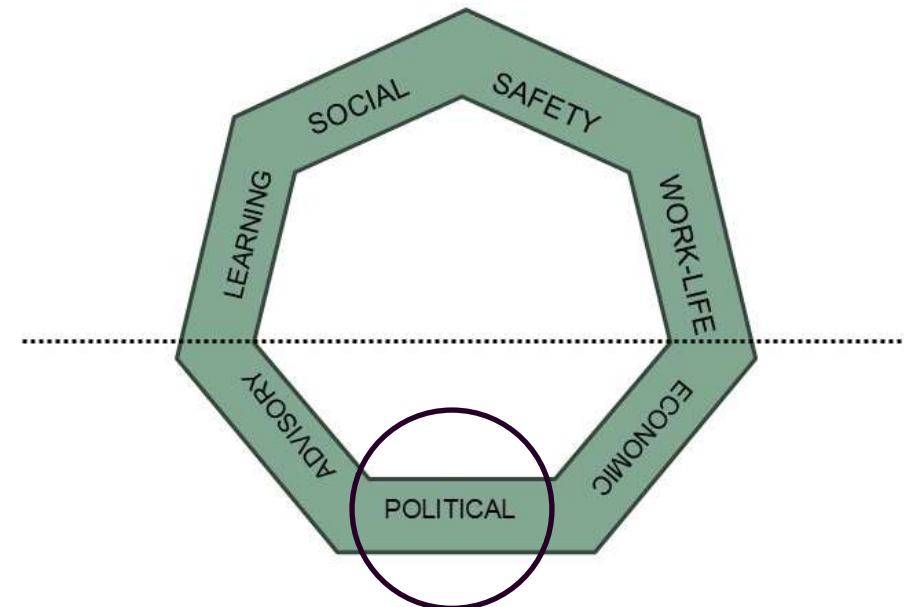
Access to politicians that decide

Organise public participation, meet with (potential) innovators



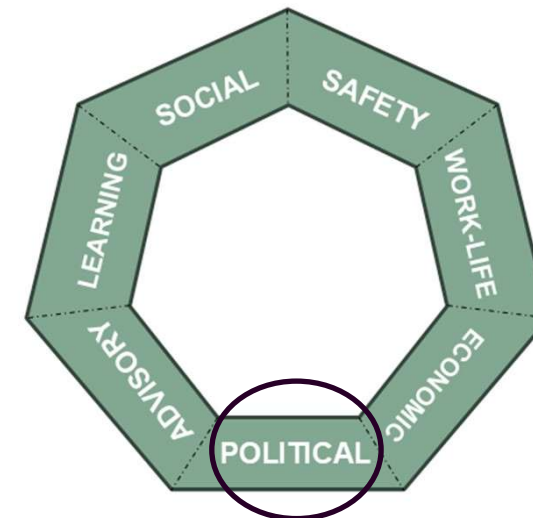
Challenges

- Many innovations are outside general rules and may need political decision making to get them going
- Many policy makers do not have an eye for situation of rural women



Infrastructures

- 🏠 Apply gender mainstreaming in all policies
- 🏠 Local support to women innovators
- 🏠 Greater policy focus on women's empowerment and breaking barriers to women-led rural and farm innovation





Some support from FLIARA

- Policy booklet
- A lot of policy briefs
- Many inspirational examples
- Benchmarking
- Foresight





Final remarks

- 🗨 It takes time to improve infrastructures
- 🗨 Improvements can be used
- 🗨 May result in need for even more infrastructure
- 🗨 It may support in the continuation for momentum





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Anastasia Oprea
ECOLISE

Connecting Innovators: Building FLIARA's Community of Practice

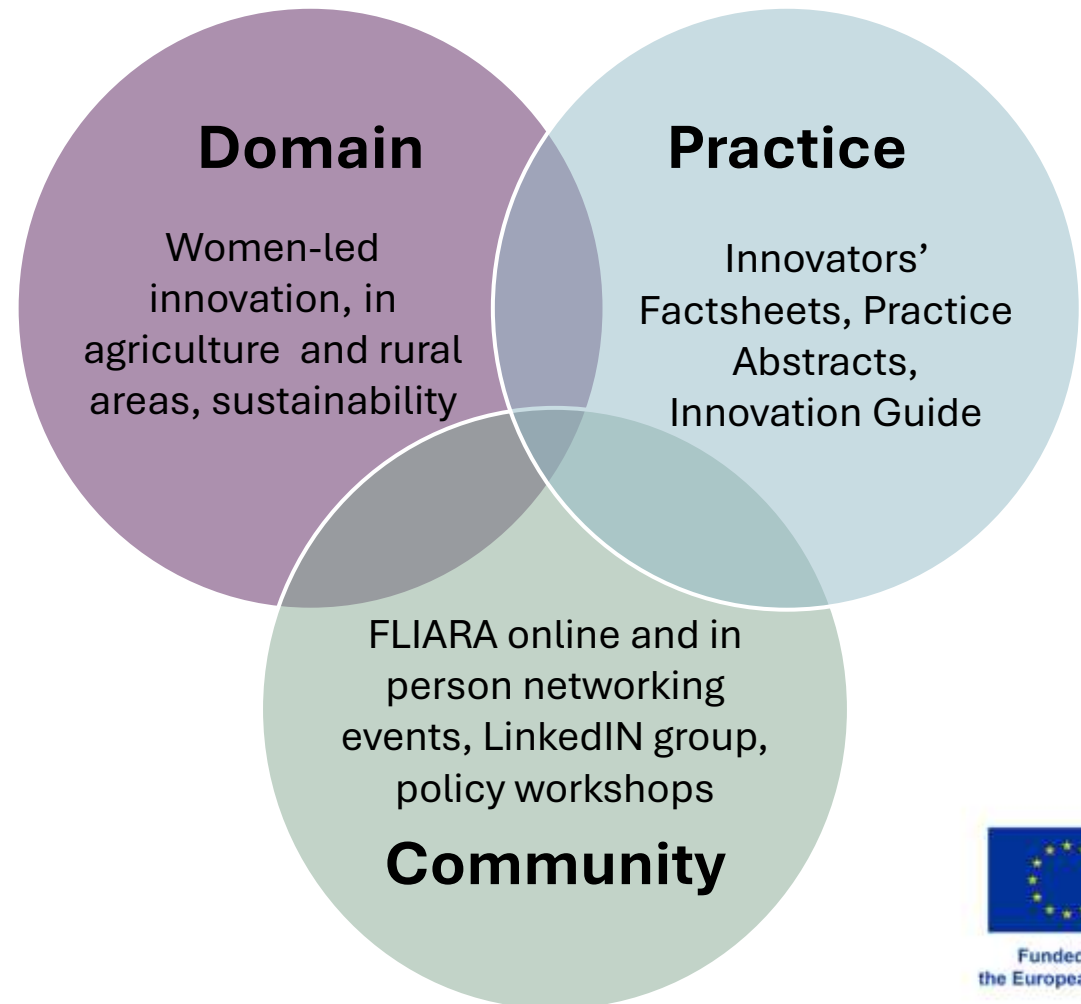


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What is a Community of Practice?

A Community of Practice (CoP) is a group of people who share a common interest, collaborating and learning together about how to develop this interest and apply it in practice.







About the FLIARA CoP

- Series of 4 in person CoP Networking events in 4 macro-regions
- Series of 4 online events
- LinkedIN FLIARA Group
- The FLIARA Toolkit



The FLIARA Multi-actor Approach

- collaborative** methodology
- Networking & visibility platform:** the women who lead sustainable, scalable, impactful innovations are at the center
- brings together **diverse stakeholders:** FLIARA Ambassadors, women innovators, FLIARA Consortium and Stakeholder Advisory Board, researchers, policymakers, LAG representatives, and practitioners to co-create knowledge, exchange solutions, and contribute to policy recommendations through policy workshops





Elements of the CoP Networking events



Ambassador Innovation Journey



Stakeholders'
selection process

Benchmarking
and Policy
Design
(WP4 T4.3)

Policy- Scenario
Development
(WP5 T5.3)

Policy
Discussion
(WP5 T5.2)



Monitoring and
evaluation
feedback loop



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START

FLIARA COP ROADMAP



1

STRATEGIC ACTION PLAN

A guiding document to inform the operation of the FLIARA CoP for online and face to face events

2

ECOLISE INITIATE COP EVENT

ECOLISE initiate the CoP process. Contact with host country and Ambassadors for online and face-to face event

3

ONLINE AMBASSADOR EVENTS

ECOLISE with the support of partners will lead online meetings for the 20 Ambassadors

4

SET DATE AND BOOK VENUES

ECOLISE and host country, using the SAP, initiate the process of holding a CoP event

5

STAKEHOLDER ENGAGEMENT
Using the SAP guidance and templates send invitations and information packs

6

TRAVEL AND ACCOMMODATION FOR SAB AND AMBASSADORS

ECOLISE, host country, partner countries and University of Galway coordinate to contact SAB and Ambassadors

7

COP REGISTRATION NUMBERS, TASK DESCRIPTIONS AND ROOM BOOKINGS

ECOLISE provides number of registrations to Host Country and Task Leaders

8

RUN THE EVENT

ECOLISE with the host country and partner support run the event

9

MONITORING AND EVALUATION

ECOLISE and Task Leads using the SAP guidance and templates manage monitoring and evaluation process

10

DISSEMINATION, FOLLOW UP AND NEXT STEPS

All partners to disseminate activities. ECOLISE and host country using the SAP guidance and templates, send follow up thank you emails with information on next steps

11

FLIARA COP TRANSITION

WP4 and Co-Ordinator discuss handover of CoP to the 20 women Ambassadors

FINISH



Galway, Ireland, 1 - 2 July 2024



Ljubljana, Slovenia, 25 - 26 September 2024



Rende, Italy, 29 - 30 January 2025



Växjö, Sweden, 14 - 15 May 2025



Galway, Ireland, 1 - 2 July 2024



- Atlantic macro-region: Ireland, Netherlands, Germany
- 80 participants, including **Minister Pippa Hackett**, **MEP Maria Walsh**, and **DG AGRI Equality Coordinator Margaret Bateson-Missen**
- **3 workshops & 6 Ambassador Innovation Journeys**
- **FLIARA CoP Ethics Guardian**
- **Exhibition** of Ambassadors' Factsheets posters, Irish Innovators **Booklet**
- **Dedicated networking** slot for Ambassador
- Partly **streamed online**: <https://fliara.eu/from-fields-to-future-fliara-champions-womens-innovations-in-rural-europe/>



Galway, Ireland, 1 - 2 July 2024



Ljubljana, Slovenia, 25 - 26 September 2024



Rende, Italy, 29 - 30 January 2025



Växjö, Sweden, 14 - 15 May 2025



- Central and Eastern macro-region: Slovenia, Romania, Czech Republic
- 70+ participants
- **3 workshops & 7 Ambassador innovation journeys**
- **Exhibition** of Ambassadors' Factsheets posters, Slovenian Innovators Booklet
- **Field visits:** microgreens farm Mikrozelenje Šebenik, Park Istra volunteering & community development, Gramona family farm & local products.
- Partly **streamed online:** <https://fliara.eu/fliaras-2nd-community-of-practice-event-brings-women-led-innovation-to-the-forefront-in-slovenia/>





Galway, Ireland, 1 - 2 July 2024



Ljubljana, Slovenia, 25 - 26 September 2024



Rende, Italy, 29 - 30 January 2025



Växjö, Sweden, 14 - 15 May 2025



- Mediterranean macro-region: Italy, Spain
- 70 participants
- **3 workshops & 6 Ambassador innovation journeys**
- **Dedicated networking** slot for Ambassador co-organized with the Ambassadors
- **Exhibition** of Ambassadors' Factsheets posters, Italian Innovators Booklet
- Field Visits in the Valle Crati Region and virtual tour of women innovators in the Cilento Area
- Visibility Campaign – recording video interviews with the Ambassadors



Rende, Italy, 29 - 30 January 2025



Galway, Ireland, 1 - 2 July 2024



Ljubljana, Slovenia, 25 - 26 September 2024



Rende, Italy, 29 - 30 January 2025



Växjö, Sweden, 14 - 15 May 2025



- Nordic/Baltic macro-region: Sweden, Finland
- 60 participants, including **10 FLIARA Ambassadors**
- **3 workshops & 7 Ambassador innovation journeys**
- **Dedicated networking** slot for Ambassador
- **Exhibition** of Ambassadors' Factsheets posters, Swedish Innovators Booklet
- Keynote by EU Commissioner Jessika Roswall
- Field visit to Ödevata Gårdshotell
- **Celebration moment** to mark the end of the
105 FLIARA CoP Networking events



Växjö, Sweden, 14 - 15 May 2025



“Entrepreneurs' everyday lives are busy and there is **no time for co-development**. Meeting face-to-face is important.”

“I had really good one to one discussions and I truly believe there will be some **real life actions after the project between me and some ambassadors**. New ideas started to increase in my mind.”

“It was **great to network with inspirational women**. I think we will continue with collaboration with some of them. Thank you for all your efforts.”

“Good to meet in person and share what we are doing and our successes and challenges. To change laws and habits it is important to make **policy briefs, related to the stories of so many women**.”

“I would like some kind of follow-up project, e.g. a mentoring program where more experienced **ambassadors could share their expertise with beginners**.”



FLIARA CoP Impact and Outcomes

✓ **Strengthening Networks & Empowerment** – Platform for women innovators to connect with each other, as well as with key actors who can support their innovations.

Self-managed Whatsapp Ambasssador Group

✓ **Enhancing Recognition & Support** – Ensuring female-led innovations receive visibility, recognition and policy backing.

Ambassadors are featured in various events and interact directly with policymakers

✓ **Driving Meaningful Change through Collective Action** – FLIARA Ambassadors women connected through a network of trust and mutual learning, showing how mutual empowerment and networking foster collective agency and policy influence

Collaboration projects among the Ambassadors



Check out our findings, the FLIARA Toolkit and many more resources!



**Enter the conversation! Join the FLIARA CoP
LinkedIn Group!**





Thank you, FLIARA Ambassadors and Innovators!





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Víctor Martínez
Consulta Europa

The FLIARA Toolkit: Practical Resources

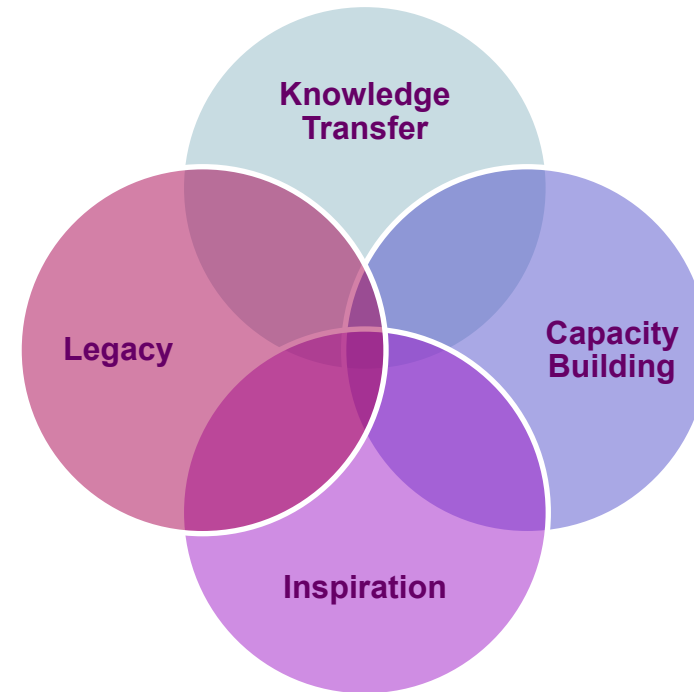


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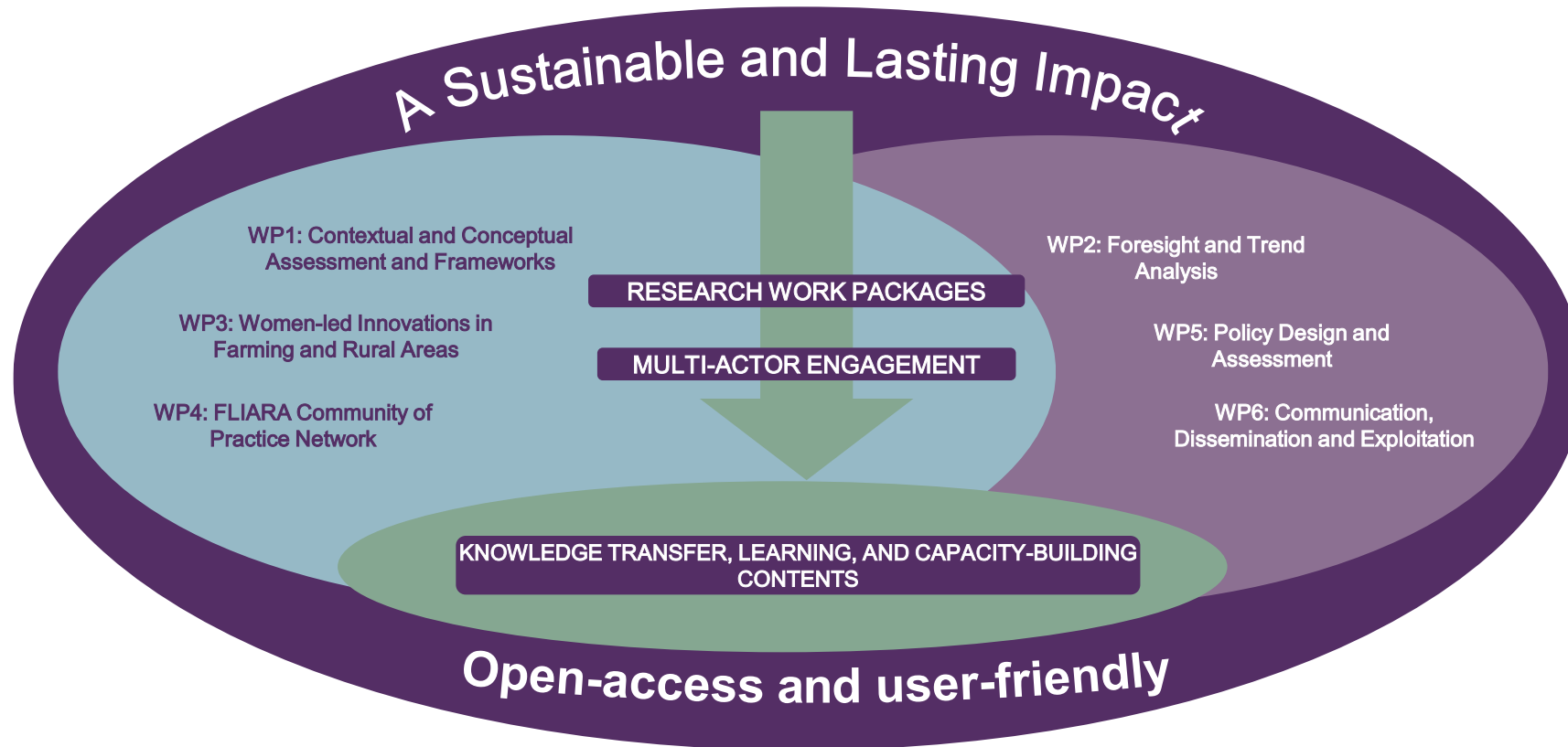
FLIARA Toolkit

- Enhance the visibility, recognition, and support of women-led innovations in agriculture and rural areas across the EU.
- Present the results of the FLIARA project in an accessible format.





Knowledge integration





Useful Concepts and Ideas

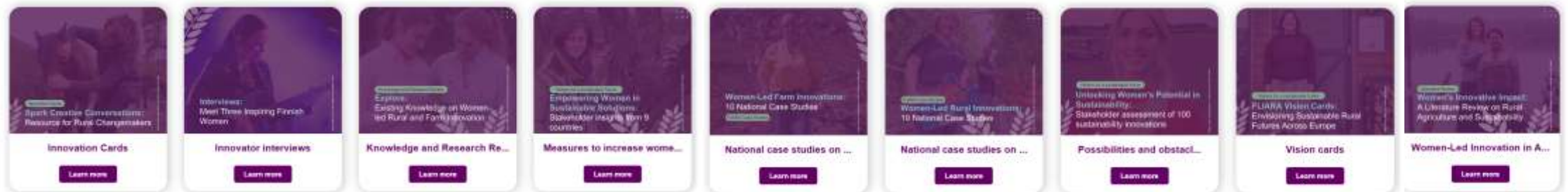
- **Gender perspective** as a driver of innovation
- Rethinking rural development through **inclusivity**
- Sustainability and resilience: beyond buzzwords
- **Recognising women** as key actors for the EU's Long-Term Vision for Rural Areas





Project Findings

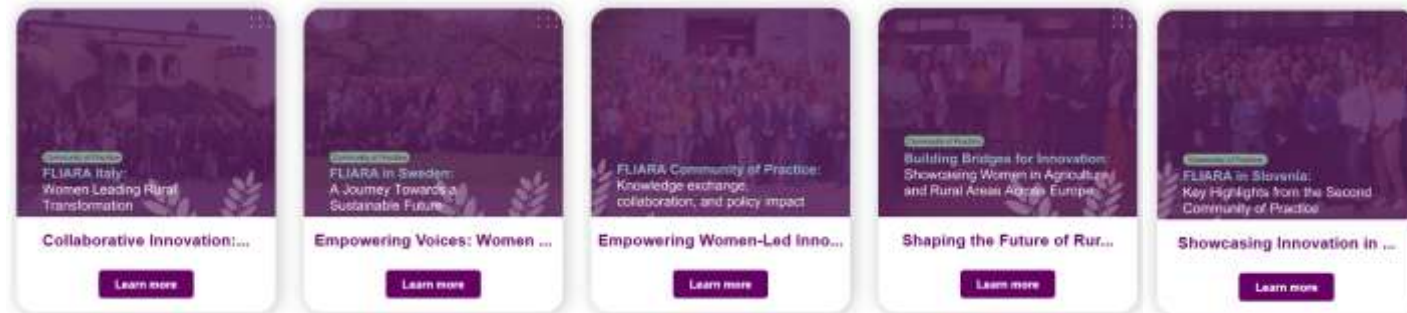
- 20 national case studies of women-led innovations (farming and rural areas)
- Innovation & Vision Cards to spark creative thinking
- Research reviews identifying barriers and opportunities
- Practical insights and measures to empower women innovators





Innovation Ecosystems

- The FLIARA Community of Practice (CoP)
- 20 Innovation Ambassadors across Europe
- Cross-sector networking & mutual learning
- Shared action towards inclusive rural futures





Who It's For

- Female innovators, policymakers, educators, rural organisations, researchers.



Designed to be practical and inspirational





Explore the Toolkit

[Toolkit](#) [Purpose](#) [Concepts](#) [Findings](#) [Innovation](#) [Multimedia](#) [Trainings](#) [Resources ▼](#)

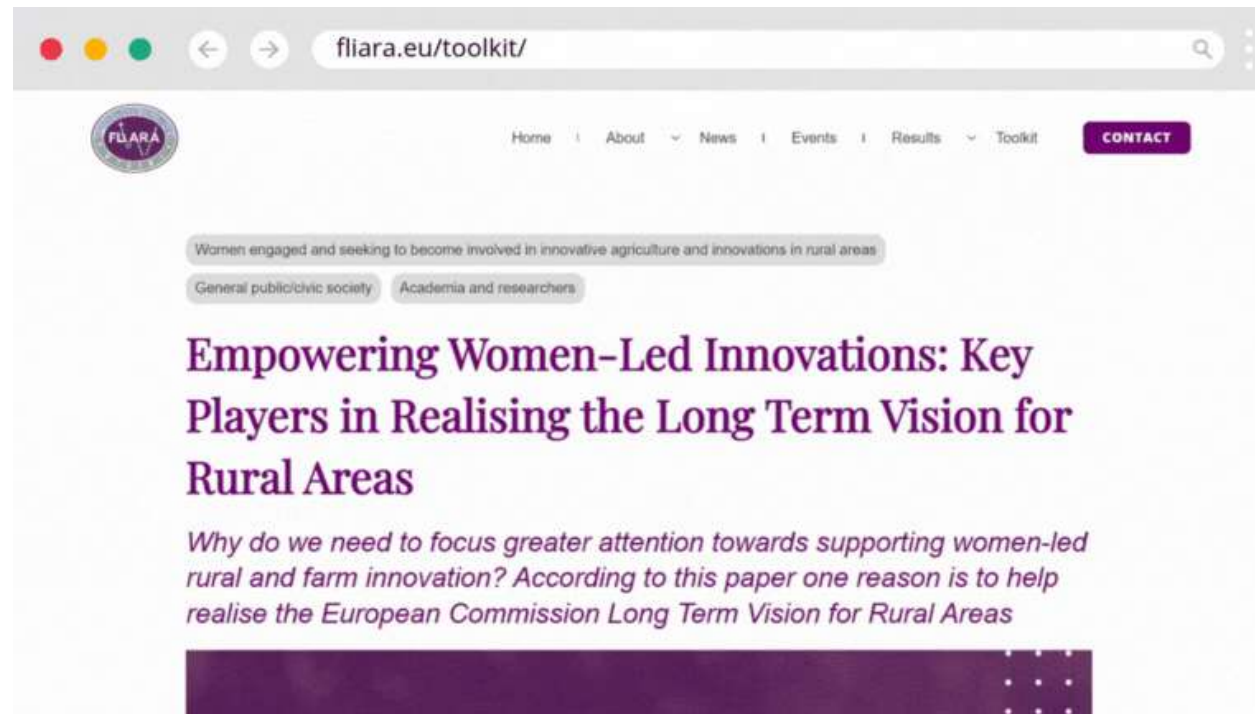
-  **Useful Concepts and Ideas**
Open Access
-  **Project findings**
Open Access
-  **Innovation Ecosystems**
Open Access



[Factsheets](#)
[Deliverables](#)
[Ambassadors](#)



Resources



Web articles





Innovators

Innovations

Discover the rural and agricultural innovation in FLIARA's diverse case study countries. Our project identified 200 innovations across Ireland, Netherlands, Germany, Sweden, Slovenia, Czech Republic, Romania, Italy, Spain, and Finland. Each innovator's journey is captured in a dedicated fact sheet, providing insights into their pioneering contributions to agriculture and rural development. Get acquainted with these remarkable individuals and explore the innovative solutions shaping the future of agriculture and rural areas.

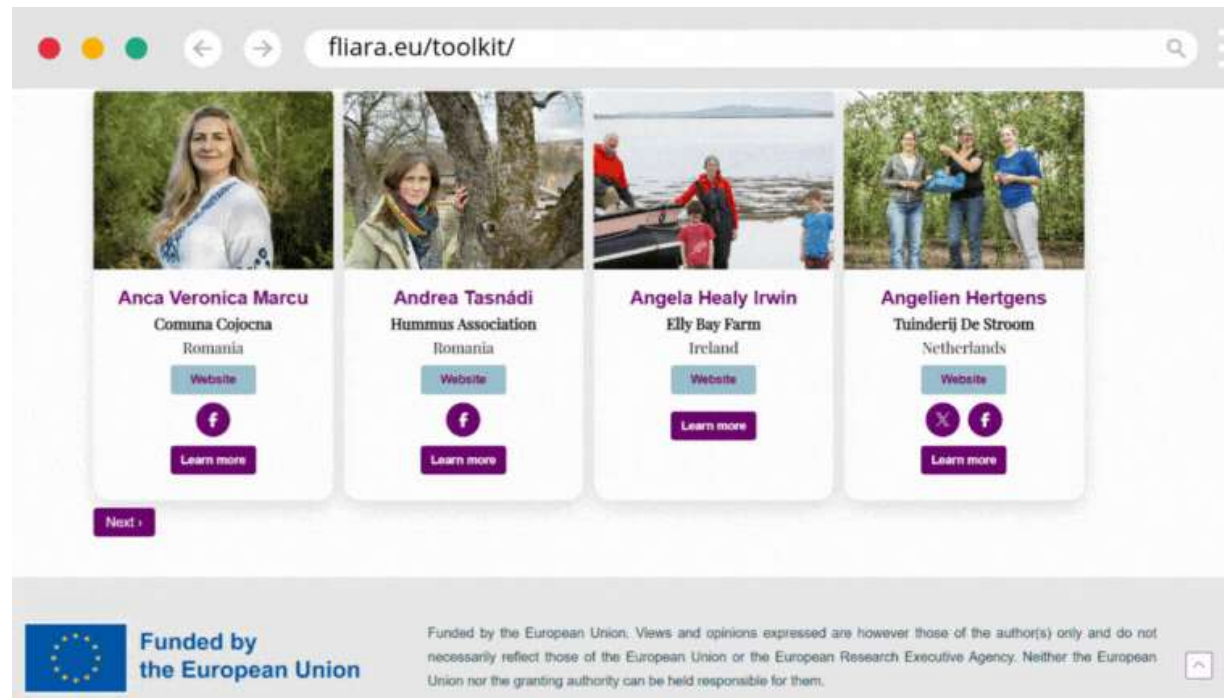
-- Find by country -- -- Find by sustainability dimension -- -- Find by area -- -- Find by type of rural context -- Go Reset

Innovator	Location	Website
Agnes de Boer	Edzemaheerd Cow Farm, Netherlands	Website
Agnese Rostagno	Biula, Italy	Website
Ailbhe Gerrard	Brookfield Farm, Ireland	Website
Aisling Kelly Hunter	Sligo Oyster Experience, Ireland	Website





Innovators





Deliverables

Show 10 entries

Search:

Deliverable No	Deliverable Name	Work Package No	Lead Beneficiary	Type	Available Downloads	Due Date (Month)
D1.1	FLIARA Conceptual framework	WP1	1 – Galway	R – Document, report	Download	6
D1.2	Women-led Innovation Research Review	WP1	1 – Galway	R – Document, report	Download	6
D1.3	Assessment of rural and farming policy and legal frameworks	WP1	1 – Galway	R – Document, report	Download	17
D1.4	Initial Guidelines for Case Study Assessment and Selection	WP1	1 – Galway	R – Document, report	Download	9
D1.5	Initial Guidelines for Policy Benchmarking	WP1	1 – Galway	R – Document, report	Download	17
D2.1	Research Guidelines for Foresight and Trend Analysis	WP2	6 – UTU	R – Document, report	Download	2
D2.2	Future vision manifestations	WP2	6 – UTU	R – Document, report	Download	6
D2.3	Sustainability Innovations	WP2	6 – UTU	R – Document, report	Download	12
D2.4	Women's Potential Contributions to sustainability Innovations	WP2	6 – UTU	R – Document, report	Download	18
D3.1	Research Guidelines and Thematic Selection	WP3	4 – UNICAL	R – Document, report	Download	12

Showing 1 to 10 of 33 entries

Previous **1** 2 3 4 Next

zenodo



Inspiration

Multimedia

Welcome to the multimedia section of FLIARA's website! Here you will find an exciting selection of videos, podcasts, and pictures showcasing the innovative work of women in agriculture and rural areas.

Videos | Podcasts | Galleries | Dissemination Materials | [Go back](#)

Videos

Innovating with Lupins:
The story of Linda Kelly

The FLIARA Project **Deutsch**

Linda Kelly: Innovating Farming with Sweet Lupins

5 Min. [Watch video](#)

Meet Ursula Kelly:
Leading Innovation in Irish Agriculture

FLIARA Project **English**

Ursula Kelly Driving Rural Innovation in Ireland FLIARA Ambassador

5 Min. [Watch video](#)

LANGUAGE FILTER [See more \(19\)>](#)

Natalia Díaz:
Building a Greener Tomorrow from the Canary Islands

FLIARA Project **Español**

From Bees to Change The Rural Innovation of Natalia Díaz – FLIARA Stories

6 Min. [Watch video](#)

Podcasts

NEW EPISODE

WITH **ALEXANDRA LARSSON**
Rural Champion

[Listen now](#)

The FLIARA Project **English**

P3 – How Alexandra Larsson Drove Her Way to the Top

7 Min. [Listen to podcast](#)

NEW EPISODE

WITH **URSULA KELLY**
Rural Champion

[Listen now](#)

The FLIARA Project **English**

P2 – Meet our Ambassador: Ursula Kelly from Ireland

5 Min. [Listen to podcast](#)

LANGUAGE FILTER [See more \(16\)>](#)

NEW EPISODE

WITH **BLÁTHNAID GALLAGHER**
Top Quality Beef Producer

[Listen now](#)

The FLIARA Project **English**

P1 – Meet our Ambassador Bláthnaid Gallagher from Ireland

5 Min. [Listen to podcast](#)

Contents from the Community of Practice networking events

123



What's Next

Explore it, use it, share it — and be part of building the future of rural Europe.

Practice
Abstracts

Gender-
Specific Guide
to Innovation

Reports

Policy Booklet

Policy Briefs

Videos and
Podcasts



Share the FLIARA Toolkit

Scan and explore:



- Toolkit will keep evolving until December with full findings.
- Beyond FLIARA, it will remain as a legacy platform.

fliara.eu/toolkit





Thank you!



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